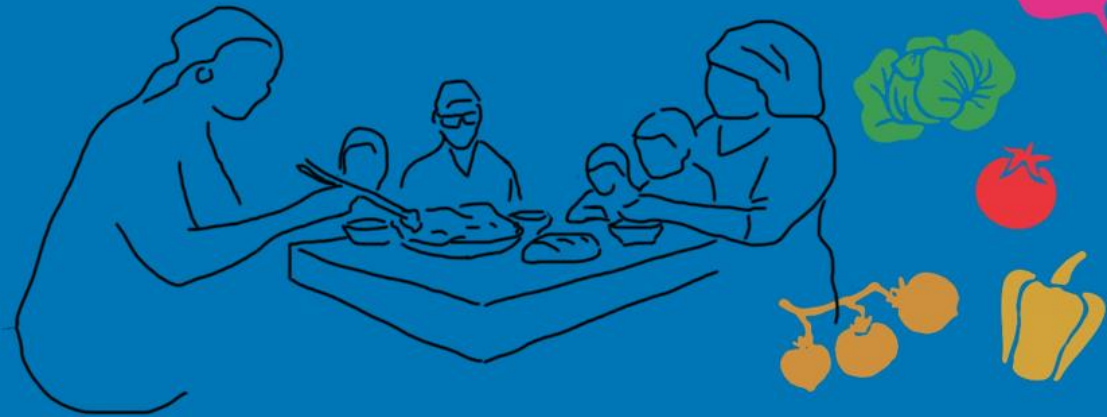




The role of Origin in the sustainability of localized food systems - Geographical Indications (GI), Health and sustainable future : challenges and opportunities,

*Valerie PIEPRZOWNIK; Geographical Indications (GI) Expert
Food and Nutrition Division (ESN), FAO.*

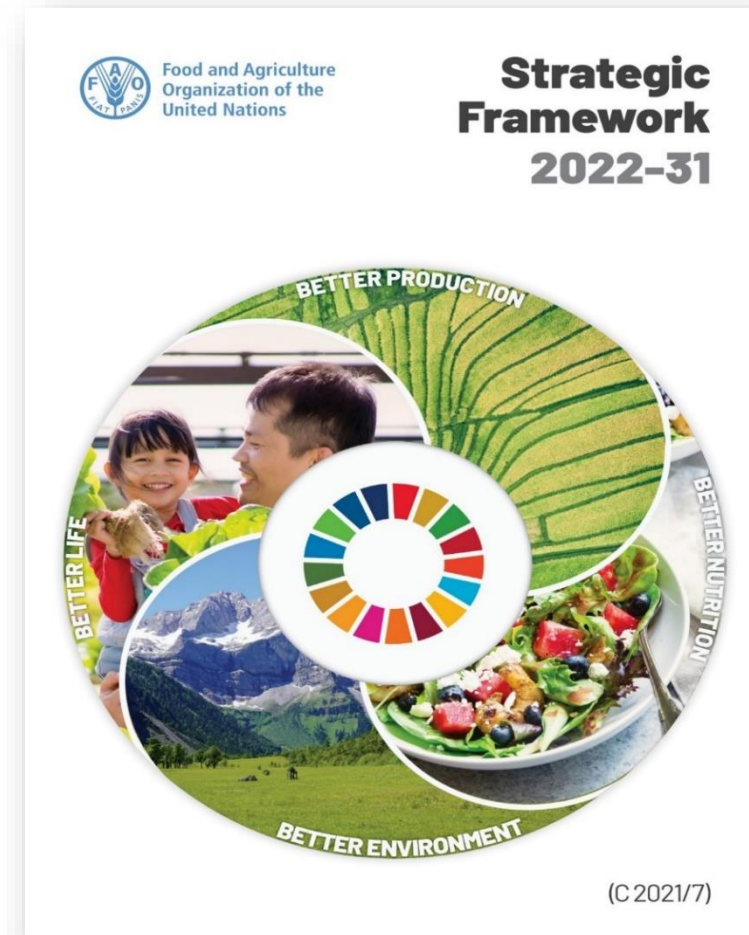
*International Conference on GI - ODT/Universita di Parma ;
20-22 November 2024.*





FAO's strategic narrative

Supporting the Agenda 2030 through the transformation to MORE efficient, inclusive, resilient and sustainable agri-food systems for *better production, better nutrition, a better environment, and a better life*, leaving no one behind.





The four betters



BETTER PRODUCTION



Ensure sustainable consumption and production patterns, through efficient and inclusive food and agriculture supply chains at local, regional and global level, ensuring resilient and sustainable agri-food systems in a changing climate and environment



BETTER NUTRITION



End hunger, achieve food security and improved nutrition in all its forms, including promoting nutritious food and increasing access to healthy diets



BETTER ENVIRONMENT



Protect, restore and promote sustainable use of terrestrial and marine ecosystems and combat climate change (reduce, reuse, recycle, residual management) through MORE efficient, inclusive, resilient and sustainable agri-food systems



BETTER LIFE



Promote inclusive economic growth by reducing inequalities (urban/rural areas, rich/poor countries, men/women)



Food and Agriculture in the 2030 Agenda



Food and agriculture relate to all
17 SDGs



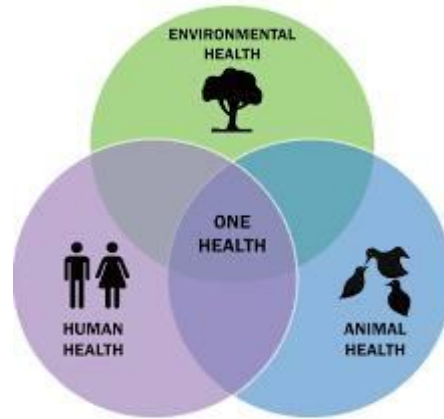
A food systems approach is needed
to achieve SDGs



Importance of game changing
solutions in the food systems to
contribute to rural transformations
towards SDGs



One Health

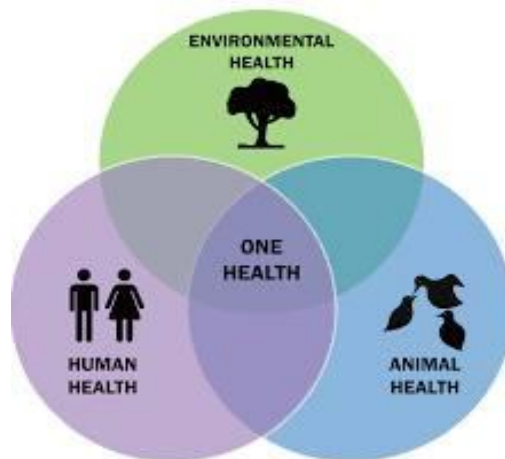


The health of humans, animals and ecosystems are closely interlinked so One health is an integrated, unifying approach to balance and optimize the health of people, animals and ecosystems,

FAO, the United Nations Environment Program (UNEP), the World Health Organization (WHO), and the World Organisation for Animal Health (WOAH), develop and implement multi-sectoral and interdisciplinary approaches to complex health challenges at the animal-human-plant-environment interface.



One Health

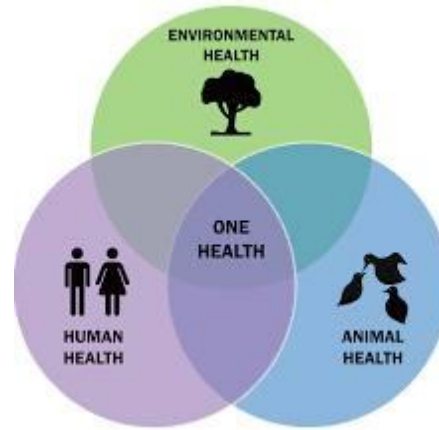


FAO supports Members to build and implement effective collaborative One Health strategies and capacities, for improving the health of people, animals, plants and the environment.

One Health in agrifood systems transformation is a key Priority Program Area, and part of FAO's Strategic Framework (2022-2031).



One Health



One of the FAO's priorities in relation to this program is to:

- Enhancing One Health systems through strengthening contributions to One Health and biodiversity, and its ecosystem services, environmental health, soil/land, water, food safety and the sustainability of agrifood systems.



State of Food and Agriculture- SOFA 2024

- **Health hidden costs from unhealthy dietary patterns are the largest contributor to total hidden costs, followed by environmental** – largely due to nitrogen and GHG emissions – and social hidden costs from poverty and undernourishment.
- True Cost Accounting (TCA) is a systems-thinking approach that includes multicapital (human, social and natural capital) and multistakeholder thinking and aims to uncover hidden costs so as to consider them in policy decision-making.
- TCA can guide the planning and implementation of national pathways for agrifood systems transformation. The United Nations Food Systems Summit (UNFSS) 2021 recognized TCA as a game-changing solution to agrifood systems transformation (UNFSS, 2021). It identified several pathways to “correct” policy failures that led to hidden costs, including the incentivization of healthier and more sustainable food.



State of Food and Agriculture- SOFA 2024

- The first step to correct for these ‘hidden costs’ is to redefine the value of food through True Cost Accounting (TCA) to address externalities and other market failures. TCA reveals the true value of food by making the benefits of affordable and healthy food visible and revealing the costs of damage to the environment and human health.
- The second corrective step is true pricing: incorporating externalities in prices to align market incentives with social values. Appropriate safety nets to boost consumer purchasing power and the enforcement of rights and regulations should also be part of true pricing to ensure that affordable and healthy food is accessible to all.



State of Food and Agriculture- SOFA 2024

Transforming agrifood systems to reduce hidden costs will improve well-being. However, the distribution of benefits and costs will be uneven across different stakeholders, countries and time frames.

So, everyone has a role to play in driving agrifood systems transformation. It is crucial to integrate efforts made within agrifood systems – such as those made by the **public and private sectors, research institutions and civil society.**

- **Consumers** can influence agrifood systems through their purchasing decisions by choosing products that are sustainably produced and healthy. Financial incentives, information and educational programs, and regulations can support this shift, ensuring that even vulnerable households can participate in and benefit from these changes.
- The significant purchasing power of **institutions** can be leveraged to reshape food supply chains and improve food environments. By encouraging consumption of sustainable and nutritious foods, these institutions can influence consumption patterns over generations. This impact can be further enhanced when paired with comprehensive food and nutrition education.
- In increasingly global food supply chains, power imbalances often shift the burden of change onto vulnerable parties such as producers, who end up facing higher regulatory costs and downward price pressures. In contrast, the benefits of change may be reaped by parties who avoid or pass on additional costs. It is possible to minimize business disruption by **staying ahead of anticipated regulatory change and adopting early on sustainable and fair practices.**



Good nutrition starts with what we eat, what we eat can transform agrifood systems and much more...

GIs have some significant opportunities linked to their specifications because of :

- Influence of biodiversity of the nutritional quality of the raw material and final food product/diversity is the heart in balanced diet : so many different GI products, breeds, varieties in the world.
- Influence of natural conditions are crucial in the nutritional quality (type of soils and climatic conditions) together with the human practices (production with no or low use pesticides, and harvest at maturity) : a unique historical, religious, social, cultural and economic contexts.





- Traditional methods of processing and conservation can increase nutritional values (quantity and availability of nutrients and bioactive compounds): in particular fermentation, which represents an important part of GI products (cheese, soja and furu, teas...): tend to better preserve the food matrix with a positive impact on health /attention point :With a small list of ingredients and limited artificial ones /not highly processed
- Influence of animal feeding on the final product composition (milk, meat) - botanical composition of fodder ingested by animals, directly impacts nutritional quality of milk but also indirectly through the production of molecules by the animal (type of fatty acids such as oleic acid, plasmin, casein...)
- Specific governance : all the value chain stakeholders are included in the decisions to take.

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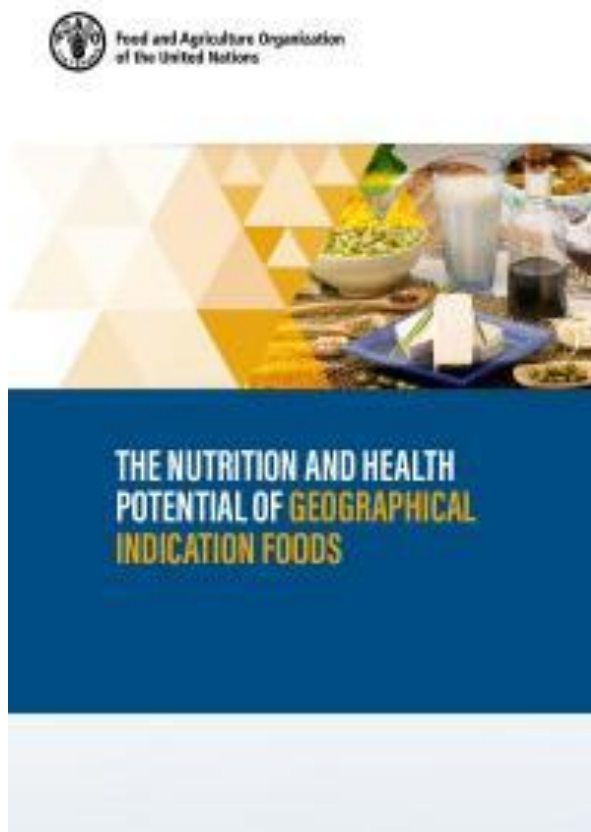
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- FAO has an ambitious overall strategy for the sustainability of agricultural and food systems and the strengthening of healthy diets,
- Geographical indications, which cover all production chains, are an integral part of this strategy : local economic development, recognition and protection of often ancestral know-how, work for young people, women, contribution to a balanced diet, etc...
- But the current challenges posed by climate change, health needs and new societal expectations call for a sustainability strategy from all players to be there tomorrow.
- All players, international institutions, states, local authorities, citizens etc must support the GIs men and women in adapting and transforming their models to the new situation.



To go further on GI:





To go further on GI:

FAO GI DEDICATED WEBPAGE:

FAO : www.fao.org/geographical-indications

Publications :

Nutrition publication:

<https://openknowledge.fao.org/handle/20.500.14283/cb3913en>

Sustainability publication :

<https://openknowledge.fao.org/items/389e1bad-2cda-4baf-bb16-f6d2b5831a3a>

And many others publications and news !



- **Thank for your attention.**
- **Grazie per la vostra attenzione,**
- **And Thanks to my GIs colleagues
Florence Tartanac and Emilie
Vandecandelaere**