Geographical Indications and poverty alleviation in rural areas

Bamenda, Cameroon, January 28, 2011

Launching meeting of the « Oku Honey » GI

Didier CHABROL, CIRAD, UMR Innovation & OAPI, Technical Assistant PAMPIG
« geographical indication (GI) »?

- “..indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin.” (WTO 1994: Article 22:1)

- « des indications qui servent à identifier un produit comme étant originaire du territoire, ou d’une région, ou localité de ce territoire, dans les cas où une qualité, réputation ou autre caractéristique déterminée du produit peut être attribuée essentiellement à cette origine géographique ; [OAPI 1999, Accord de Bangui, annexe VI]
GIs are:

- An intellectual property tool: protection of A NAME (not a product)
- A development tool: helps differentiation and identification of a product, in the framework of an “origin marketing”
- 10000 GI in the world
- Not THE solution to all problems in all situations
GI challenges and promises

« Geographical Indications are [...] an integral form of rural development that can powerfully advance commercial and economic interests while fostering local values such as environmental stewardship, culture and tradition. » (International Trade Centre, 2009)
SOME EXAMPLES
Morocco: argan oil

A long, difficult and traditional process from the tree to the oil; Only by local women.
Argan oil: GI as defence tool

- Reputation grows: Price +10 times in 15 years
- Reputation without protection: take care!
  - fraud and usurpation
  - delocalisation of the extraction stage
  - loosing of the name
  - risk that women producers do not take advantage of the price boom
- → IG (specifications, organisation...)
- 1st GI in Africa and the arab world.
Cambodia: Kampot pepper
Kampot pepper: GI as an offensive tool

- The GI process fuels up a quality dynamic
- **Organisation** of the value chain (producers association, promotion association)
- **Protection** against usurpations

<table>
<thead>
<tr>
<th>Kilo price</th>
<th>In US$</th>
<th>FCFA</th>
<th>Base 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black pepper « de Kampot » <strong>GI</strong></td>
<td>5,5</td>
<td>3608</td>
<td>183</td>
</tr>
<tr>
<td>Black pepper from Kampot <strong>not GI</strong></td>
<td>3</td>
<td>1968</td>
<td>100</td>
</tr>
</tbody>
</table>

*Buying price of Kampot black pepper (2009-2010) (Source: François, 2010)*
In a French region, 2 cheeses, 2 stories
In a French region, 2 cheeses, 2 stories

**Emmental:** no protection of the name

- Decrease of price, job number, production (50 → 30000 t)

**Industrialisation**

**Standardisation**

**Delocalisation**

**Direct competition with more gifted other regions**
In a French region, 2 cheeses, 2 stories

Comté: name protected as a GI

Code of practices

Original product

Delimitation

Increase of price, job number, production (38 → 50000t)

No direct competitor

No direct competitor
3 components for a GI

PRODUCT

Official Recognition

PRODUCERS’ ASSOCIATION
Geographical Indication: Requested conditions for product

(1) PRODUCT: - Superior quality
     - reputation
     - unique

OFFICIAL RECOGNITION

PRODUCERS’ ASSOCIATION
G I: conditions requested from producers

(1) PRODUCT: - Superior quality
  - reputation
  - unique

(2) PRODUCERS’ ASSOCIATION
  - Delimitation
  - Code of practices
GI: requested conditions from the State

PRODUCT: - Superior quality
- reputation
- unique

(3) OFFICIAL RECOGNITION
- Law or decree
- Technical support

PRODUCERS' ASSOCIATION
- delimitation
- code of practices
All conditions are gathered: IG

PRODUCT: - Superior quality
- reputation
- unique

OFFICIAL RECOGNITION
- Law or decree
- Technical support

PRODUCERS’ ASSOCIATION
- delimitation
- code of practices
IG : a passport for the market

PRODUCT:  - Superior quality
          - reputation
          - unique

OFFICIAL RECOGNITION
- Law or decree
- Technical support

PRODUCERS’ ASSOCIATION
- delimitation
- code of practices

MARKET

Didier CHABROL – Oku – 16/04/08
Promotion of origin products (quality linked to tradition, culture, area...)
Small as well as large scale
Developed markets more and more sensible to origin
Strong protection on some foreign markets as EU
Je vous remercie!

Didier.chabrol@cirad.fr

Phone: 94 67 52 05