



FORUM ORIGIN, DIVERSITY AND TERRITORIES

Perspectives on territories in transition

Turin, September 19th-21st 2018

Workshop 3. Adding value and promoting origin-linked products by tools as Geographical Indications, Mountain labelling, territorial brands, and territorial initiatives like UNESCO-World Heritage or GIAHS (Globally Important Agricultural Heritage Systems)

Coordinated by Tamara Zivadinovic, MENA Group Serbia, Giovanni Belletti and Andrea Marescotti, Università degli Studi di Firenze Italy and Olivier Beucherie, Beucherie Conseil & Master "Food Identity" France.

Along the different pathways of rural transition towards more sustainable and resilient rural communities, there are needs to explore, understand and analyse how different labels on origin-based products are built (collective action, specifications, human and financial resources, etc.), and to what extent links to local specific resources are real. Indeed, under certain conditions, these labels may open to producers - especially small-scale farmers - the possibility to improve their position in value chains, achieving better and fairer distribution of the benefits.

This workshop will consider all these complex issues, with special emphasis on the promotion of the labelling among the consumers. In fact, promotion of the origin-based products is a must to raise awareness among consumers and citizens. Certainly, consumers' willingness to buy and to pay for specific quality is a key to add value to sustain farming systems that ensure food security, food quality, high diversity of the diets, based on small-scale farmers and protection of sensitive natural milieux. Producers face huge challenges to efficiently engage in the promotion, as it requires much skill and money.

The workshop will address several issues and look for innovative solutions already implemented with success. The key topics for discussions and participatory sessions should cover:

- 1) better understanding the integration of product labelling with territorial labelling, and particularly the complexity and implications between promotion tools like GI protection, Natural Parks labelling initiatives, international territorial qualifications like Mountain Partnership, UNESCO World-Heritage, GIAHS, private branding initiatives, regional branding, and other quality signs;
- 2) lessons-learnt from the implemented strategies, from different points of views: private and public authorities, producers' groups, consumers' associations, local associations in charge of rural development, national and international associations grouping GI producers;
- 3) sharing of exemplary innovative and successful experiences related to the promotion of origin-based products, that have given a push to the local economy and the development

of synergies with other local activities and at the same time, activating a virtuous circle for protecting local culture, traditions, and bio-diversity.

Emphasis will be put on solutions which are not requiring many financial resources, and solutions that are co-created by producers and marketing/promotional professionals (especially where professionals did not overtake the process), with the objective to better understand what eased the process and the results obtained.

Program of the Workshop 3. Adding value and promoting origin-linked products by tools as Geographical Indications, Mountain labelling, territorial brands, and territorial initiatives like UNESCO-World Heritage or GIAHS (Globally Important Agricultural Heritage Systems)

Wednesday 19th of September			
Time	Session	Speaker	Note
14h00 - 15h00	<p>Session 1: Origin food, local food</p> <p>How can artisans of miso survive under geographical indication system: lessons from Japan</p> <p>Turning the Humble into the Grandiose: The "Discovery" of Cambodia s Mekong Island Pomelo Geographical Indication</p> <p>The cassava flour of area of Laguna, south Brazil, cultural preservation</p>	<p>Kae Sekine, FAO</p> <p>Hart Nadav Feuer with Rina Chien, Kyoto University and President of Koh Trung Pomelo Association</p> <p>Edson Silva, Leo Theobaldo Kroth,</p>	<p>Moderator: Andrea Marescotti, Giovanni Belletti, University of Florence</p>
15.30 – 16.00	<p>Session 2: Origin food, local food</p> <p>Sharing experience: the B'EST label, local quality</p> <p>(Worldwide) database of official quality signs and private labels</p> <p>POSTER-Short presentation: Role of consumers in participatory guarantee schemes(two case studies on PDO)</p>	<p>Roland Fadina promotor of the label « Terroir Bénin », Bénin</p> <p>Domitille Paulo, MasterFood Identity</p> <p>Pénélope Garnier, MasterFood Identity</p>	<p>Moderator: Andrea Marescotti, Giovanni Belletti, University of Florence</p>
16h00 - 17h00	<p>Session 3: Mountain labelling</p> <p>Mountain label as new EU quality label as compared to other labelling tools PDO-PGI, organic, etc.</p> <p>use of the EU optional quality term "mountain product" in the alpine pastures of Lombardy</p>	<p>Elena di Bella, Citta Metropolitana di Torino</p> <p>Calvo E., Masotti D, Portovenere S., Ente Regionale Per I Servizi All Agricoltura e Alle Foreste</p>	<p>Moderator: Olivier Beucherie, Master Food Identity</p>

Thursday 20th of September

Time	Session	Speaker	Note
8h30 - 10h00	<p>Session 4: Cultural heritage</p> <p>The protection of agricultural local systems as immaterial cultural heritage: a Brazilian experience</p> <p>Promotion of the marketing, branding and other activities after GIAHS designation</p> <p>Supporting the socio-economic sustainability of cultural practices in selected Mediterranean cultural landscapes</p> <p>Aggregation of value and insertion in the market of agro-food products of the culture familiare au Chili</p>	<p>Anita Mattes, Universita Milano Bicocca</p> <p>Hiroyuki Ono Yoshihide Endo, GIAHS Secretariat FAO HQ</p> <p>Gretchen Walters, Seline Meijer, Kaia Boe, IUCN</p> <p>Maruja Cortés Belmar y Carmen Prieto Durán, Universidad Austral de Chile</p>	<p>Moderator: Aurélie Carimentrand, CIRAD</p>
10h30 - 12h00	<p>Wrap-up: co-constructing meaningful conclusions</p>		<p>Coord: Tamara Zivadinovic, Mena Group</p>