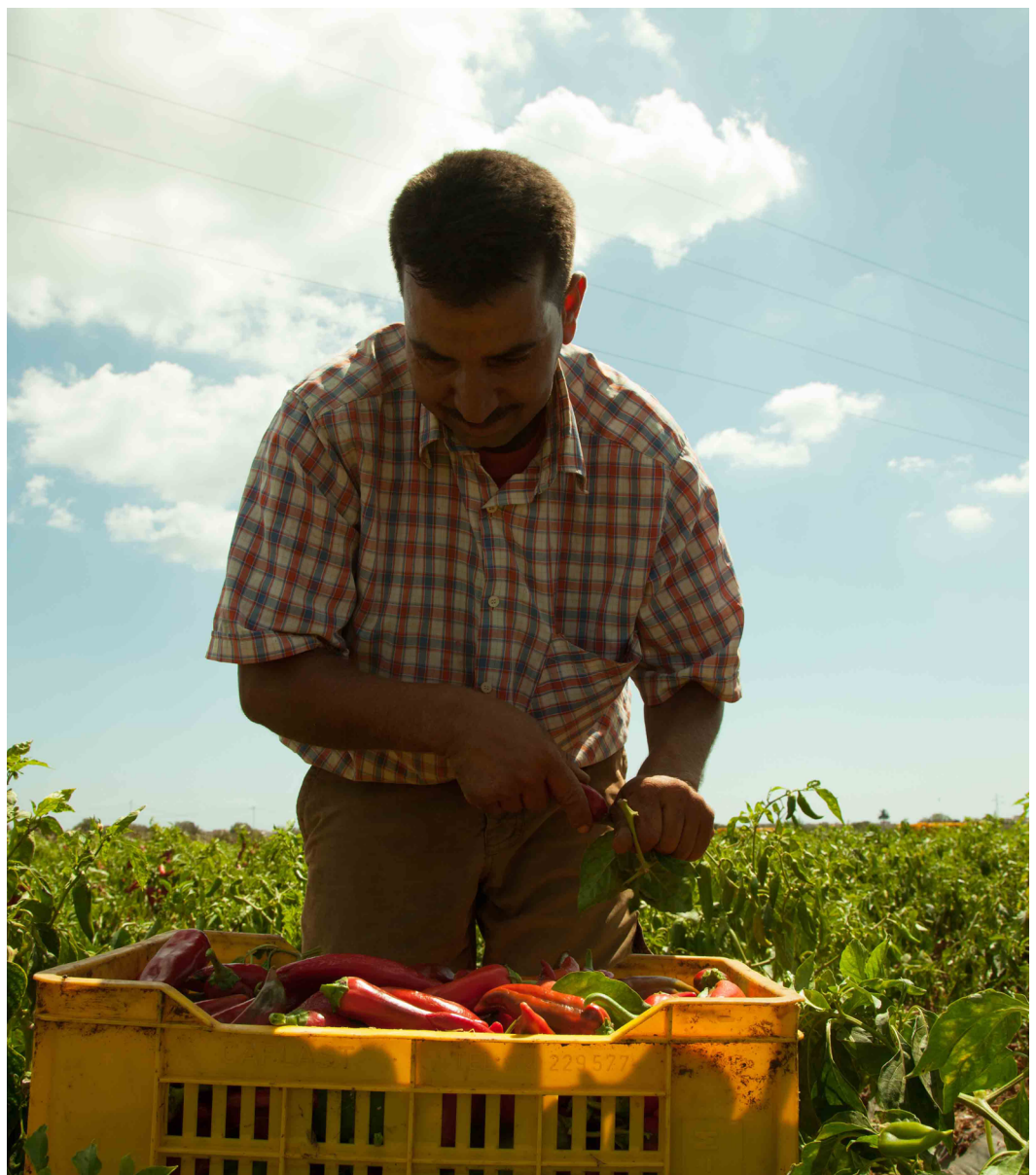


# Governance in the process of Labelling

Forum Origin, Diversity et Territory 2014



Porteurs



The success of the implementation and management of territorial approaches, especially in a vision of sustainable development, depends on the system of governance that will allow taking into account important issues, in particular:

- Are all stakeholders at the territory level represented?
- Are all levels of interdependence coordinated? (local level of the implementation, regional, national or even international of framework and support)
- How are the mechanisms of participation and of decision-making ensured?
- How is the mediation between different stakeholders or visions assured?

In addition, about labelling approaches of typical products, often involving family farming and biodiversity issues, it is interesting to see how the different forms of local, regional and national governance can promote the dynamics of promotion of quality linked to the origin, while strengthening the involvement of family farmers and territorial interactions.

Modalities of coordination in the implementation and management of the valorisation through origin are thus fundamental to contribute to the success of such dynamics, and it is important to reflect on good practices and conditions for effective coordination between different roles and levels of intervention, in a sustainable approach, taking into account local specificities.

## Objectives and sequence of events of the workshop Forum ODT 2014

The objective of this workshop was to analyse the terms and conditions of coordination and the governance resulting to draw good practices taking into account the local challenges and specificities.

In this context, governance was analysed with a perspective of sustainability, which refers to the consideration of the three pillars of economic, environmental and social, including the notion of inclusion of the different stakeholders concerned, especially the small producers.

The presentations and discussions during the workshop were:

- Governance in the implementation and management of territorial labels (Territorial brands of quality in Europe; Territorial brand of the Ukrainians).
- Geographical indications (GI) (Oblacinskasour cherry and Ajvar of Kopaoniken in Serbia; Penja pepper in Cameroon and argan oil in Morocco).
- The aspects of governance at regional and international levels, such as in national / international programs of recognition of notable territories (Clever Systems of Global Agricultural Heritage, SIPAM).



For each case study presented, the following aspects were analysed and explained through concrete examples:

- What are the challenges of coordination?
- What are the terms and conditions of governance implementation (structure, rules, interaction and coordination mechanisms, etc.)?
- What are the levels of coordination (local, regional, national) and their nests, what are the stakeholders involved (public, private, public-private, stakeholders in the value chain, tourism, civil society etc.)?
- What are the problems encountered and researched or tested solutions?
- What are the skills, rules and recommendations to implement a good governance on the basis of the analysed experience?

## Governance in the implementation and management of Regional/Territorial Brands

The territorial brands of quality in Europe (France, Spain, Italy) have been established, often through the programs LEADER of the EU to ensure a quality that confirms the identity of the territories with a perspective of « territory-product» and a sustainable development integrating the economic, social, cultural and environmental aspects in that territory.

The tools established in this context are «charters», «specifications», «quality commitments» which are based on three principles: the requirement of quality of the product or the service, intercommunication between products and services (private or public partnerships) which are signatories of the Brand and a common marketing.

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### Case 1 Territorial Brand of Ukrainian Carpathians

With the progress of urbanization, many rural and mountainous areas lose their competitiveness. To offset this trend, regional brands are an excellent instrument to capitalize the key advantages of these regions: natural conditions of production, important biodiversity and vast cultural heritage interconnected with a generally highly diverse gastronomy. Yet the success of these branding initiatives depends heavily on the good governance of these regional brands, as illustrated by the case of the Ukrainian Carpathians.

Read page 7



## Governance in the implementation and management of a geographical indication

### Issue of collective ownership

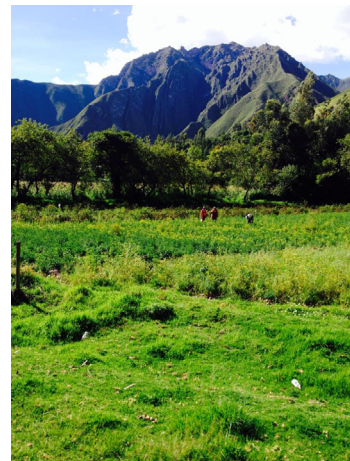
The development process of a GI generally involves several stakeholders whose interests and perspectives differ. Coordinating these different interests has many challenges and must allow finding different solutions for effective implementation of the GI. In Serbia, the development of

a GI has recently become a more democratic process and more and more on the initiative of the producers themselves. Yet the scars of old relationships between institutions and producers, as well as current challenges linked to the market demand and value chain stakeholders, contribute to creating a dynamic environment, but require good coordination. In addition, the property of a GI once it is implemented, is an important motivation for all stakeholders in the process, which must then attempt to grasp and understand the implications of collective ownership. There is therefore a continuing need for coordination and support of the various stakeholders to better understand their role in such process.

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## Case 2 Cameroon: Penja Pepper

Since 2013, the Penja pepper is recognized as Protected Geographical Indication (PGI). The IG has allowed the structuring of the stakeholders and the specialization of operators (nurserymen, producers and distributors) that constitute the value chain. Participatory management is at the heart of the recovery and promotion of the product. It allowed the strengthening of existing ties through the various operators involved in the production and promotion of the product and its link to the origin and the territory. It is in this context that an Association was created.



Read page 10

### **IG: tool of federation of the producers and of the sector? Or is it the federation of producers that guarantees the success of the GI?**

The sector of the argan tree went through an evolution that has had a strong impact on the organizational and support aspects to producers. Since the structure of the first women's cooperatives of production and commercialization of Argan oil in 1995, grouping of cooperatives have structured in various provinces of the arganeraie in the early 2000. In parallel, several private companies also emerged and started their activity of production of Argan oil and its derivatives. Current statistics cite over 300 cooperatives, some of which are structured into 8 groups of cooperatives and over 150 companies.

With a perspective to strengthen the structuring of the sector, the different stakeholders (public and private) have supported different strategies for its protection, its valorisation and its professionalization. This new step in the process was marked by the establishment of a Protected Geographical Indication and an Association, the AMIGHA (which acts as inter-branch organisation) responsible for raising awareness, management and promotion of the PGI Argan oil. The development strategy of the sector is framed by a «program-contract» signed between the government and the inter-branch organisation. This dynamic, often supported by various national and international stakeholders, enables to set a vision for this sector, which matures along its implementation.



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### Case 3

#### The PAMPAT Project

The PAMPAT project follows a global approach of value chain targeting all activities that determine the performance of a chain (from the production and supply of inputs through the transformation and support services to the final market). In this context the two targeted value chains (Argan Oil and Cactus Ait Baamrane) are accompanied through actions aiming consolidation as well as improvement of the performance of the value chain that actions facilitating expansion of the same chain.



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#### **Governance in national / international programs of recognition of notable territories**

The analysed case in the context of governance in national and international programs of recognition of notable territories was that of Globally Important Agricultural Heritage Systems (GIAHS). The GIAHS approach through different examples (China, Chile) illustrated how the different forms of governance between the different levels can be coordinated: between the local level of a territory (or GIAHS location) that develops itself the territorial governance with the various stakeholders and sectors involved, the national level with the national committee defining notably the rules of labelling in the GIAHS of the country and the international level at the level of the agencies of the United Nations with the role of the FAO .

Such an approach has also shown the importance of coordination between public stakeholders, civil society and economic stakeholders, the first two involved in the recognition and preservation of public goods, and the last one involved in economic valorisation and sustainability of the labelling approach.

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### Case 4

#### Ingenious Systems of Global Agricultural Heritage (GIAHS)

Traditional agricultural systems still provide their food to circa two billion people today. They maintain biodiversity, livelihoods in rural areas, practical knowledge and culture. The GIAHS initiative, with its integrated approach of the management of agricultural heritage, has made significant contributions to the revitalization of ecosystems for conservation of biodiversity, improving food security and livelihoods of rural communities living downstream.



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## Key factors and recommendations

These comparisons are used to identify similarities or on the opposite specific aspects of the two major types of approaches: geographical indications and regional brands and their complementarities. Furthermore, the fact to point out cases from different countries and continents has identified some general rules outlining the possible common elements of macro-regions and also identified more contextualized aspects, specific to a given territory, to culture, to the typology of territory, etc.

It can be concluded that there are no significant difference at the level of governance between GIs and territorial brands even if territorial brands can multiply networks of stakeholders, knowing that they can cover multiple types of localized products and services. Both approaches are characterized by a degree of complexity that is reflected in the time allocated to this type of interventions so that they are sustainable. The need to coordinate and ensure the interaction of several stakeholders at a macro-institutional level is also a common feature of both approaches.

Among the aspects that held the attention of participants of the workshop, and were subject of a detailed analysis, it can be cited:

- The involvement of local stakeholders (producers) is essential even if it takes place in different forms:
  - through an awareness of the issues and challenges of the market (for example the case of the Moroccan Argan Oil),
  - through the development of solidarity and trust among a core group of producers (the case of the brand «Taste of Ukrainian Carpathians»),
  - or through external facilitators (project, national policies, etc.) that deal with awareness and mobilize local stakeholder towards common goals.
- The importance of the catalyst, that is to say a person of progress that can stimulate local stakeholders to a procedure of territorial labelling.
- The fact that it is a setting up of a change of mentality around the importance of collective action and that therefore you need to dedicate the necessary time to the process and also to ensure potential conflicts.
- The role of «the Specifications» as a tool that can have an effect of inclusion but also of exclusion. For that special attention should be paid to the definition of several levels of rules and objectives in line with the objectives researched and the strategy defined.



Through exchanges with the participants of the workshop, the following recommendations were made and shared in plenary session with all participants in the Forum:

- Define and implement specific policies for the development of territories with special attention dedicated to the links between territories, family agriculture, biodiversity and consumer awareness. In this context a key role is played by experts and facilitators, in research, analysis and exchanges on similar situations and to support the definition of clear rules.
- Facilitate coordination and involvement of stakeholders up to consumers, to promote awareness of the market and of the buyers and ensure the link between the product and its consumers.
- Support efforts while remaining neutral with a gradual withdrawal.
- Ensure the sustainability of efforts of valorisation and of labelling through strengthening programs of local and political skills.

# Case 1

## Governance of regional brands – lessons learnt from the “Taste of the Ukrainian Carpathians” trademark

By Tobias Eisenring and Thomas Bernet, FiBL, Sitzerland<sup>1</sup>

1. Authors are market development experts for organic and regional products being part of the International Department of the Research Institute for Organic Agriculture in Switzerland, FiBL ([www.fibl.org](http://www.fibl.org)). Contact: [tobias.eisenring@fibl.org](mailto:tobias.eisenring@fibl.org) and [thomas.bernet@fibl.org](mailto:thomas.bernet@fibl.org)



Case 1

Governance in the  
process of Labelling

page 7

As urbanization advances, many rural and mountainous areas lose competitiveness. To offset this trend, regional brands are an excellent instrument to capitalize the key advantages these regions tend to have: natural production conditions, a prominent biodiversity, and a vast cultural heritage interlinked with a considerable diversity of food and dishes. Yet, the success of such

trademark initiatives relies strongly on good governance of such regional brands, as illustrated here from a case from the Ukrainian Carpathians.

## Context

The Ukrainian Carpathians constitute an important ecological, economic, cultural, recreational and living environment in the heart of Europe, shared by numerous peoples. Typical agri-food production and rural development have mainly shaped the development of the Ukrainian Carpathians, a region which has vast heritage of agricultural production and crop diversity. Consequently, the Ukrainian Carpathians are one of the best known regions for excellent typical local cuisine. The so-called “Carpathian taste” is known far beyond the political border of Ukraine!

## Development of the “Taste of the Ukrainian Carpathians” trademark

The development of a regional trademark for Ukrainian Carpathians was facilitated by the Swiss Research Institute of Organic Agriculture (FiBL) as part of the Swiss-Ukrainian project “Organic Market Development in Ukraine 2012 – 2016”, funded by the Swiss Confederation through the State Secretariat for Economic Affairs (SECO)<sup>2</sup>. A first stakeholder and consumer survey conducted in 2012 revealed strong interest for such regional brand. As part of a participatory process, FiBL together with sector stakeholders and Ukrainian authorities developed a business plan for such regional trademark. When developing this document, stakeholders agreed on the name the trademark – i.e. “Taste of the Ukrainian Carpathians” – and the following vision statement for this initiative: “...to successfully market a wide range of agricultural quality produce from the Ukrainian Carpathians in primarily urban centres of the Ukraine. Driven by consumers’ awareness and interest for guaranteed quality produce from this region, it enhances the competitiveness and income of the primarily smallscale producers and processors involved...”.

In this regard, the brand stands for Quality, Provenance and Taste – and together with an own (private) standard, it serves as a guarantee seal for high quality food products from the involved four oblasts Ivano-Frankivsk, Lviv, Chernivtsi and Zakarpattya. In the association, only licensed producers participate who are committed to this initiative.

All in all, the process to develop a shared understanding and document agreements within a business plan document was an important but challenging exercise.

A key moment was the organization of a local fair in Lviv early 2013 involving 20 potential licensees of the trademark, from all 4 oblasts. This success of this fair fuelled interest and commitment among stakeholders to move ahead – together. As a next step, a public logo competition was implemented. Online voting was used to select best design options and to share the new initiative with a wider public (see Figure 1). In August 2013, the trademark owning organization was constituted (as a “public union”). From then on, stakeholders themselves were in the lead role; and FiBL provided technical advice well-defined project funding to support the further development and consolidation of this initiative. For instance, FiBL’s support was crucial concerning the elaboration of the technical standard, trademark registration, marketing concept development, and the establishment of an internal control system. By May 2015, 19 licensees are selling 114 products at over 200 selling points within Ukraine.



2. [www.ukraine.fibl.org](http://www.ukraine.fibl.org) ([www.ukraine.fibl.org/de/ua-about-project/ua-project-components0/ua-carpathiantrademark.html](http://www.ukraine.fibl.org/de/ua-about-project/ua-project-components0/ua-carpathiantrademark.html))

Figure 1. Logo of the “Taste of the Ukrainian Carpathians” trademark

### Case 1

Governance in the process of Labelling

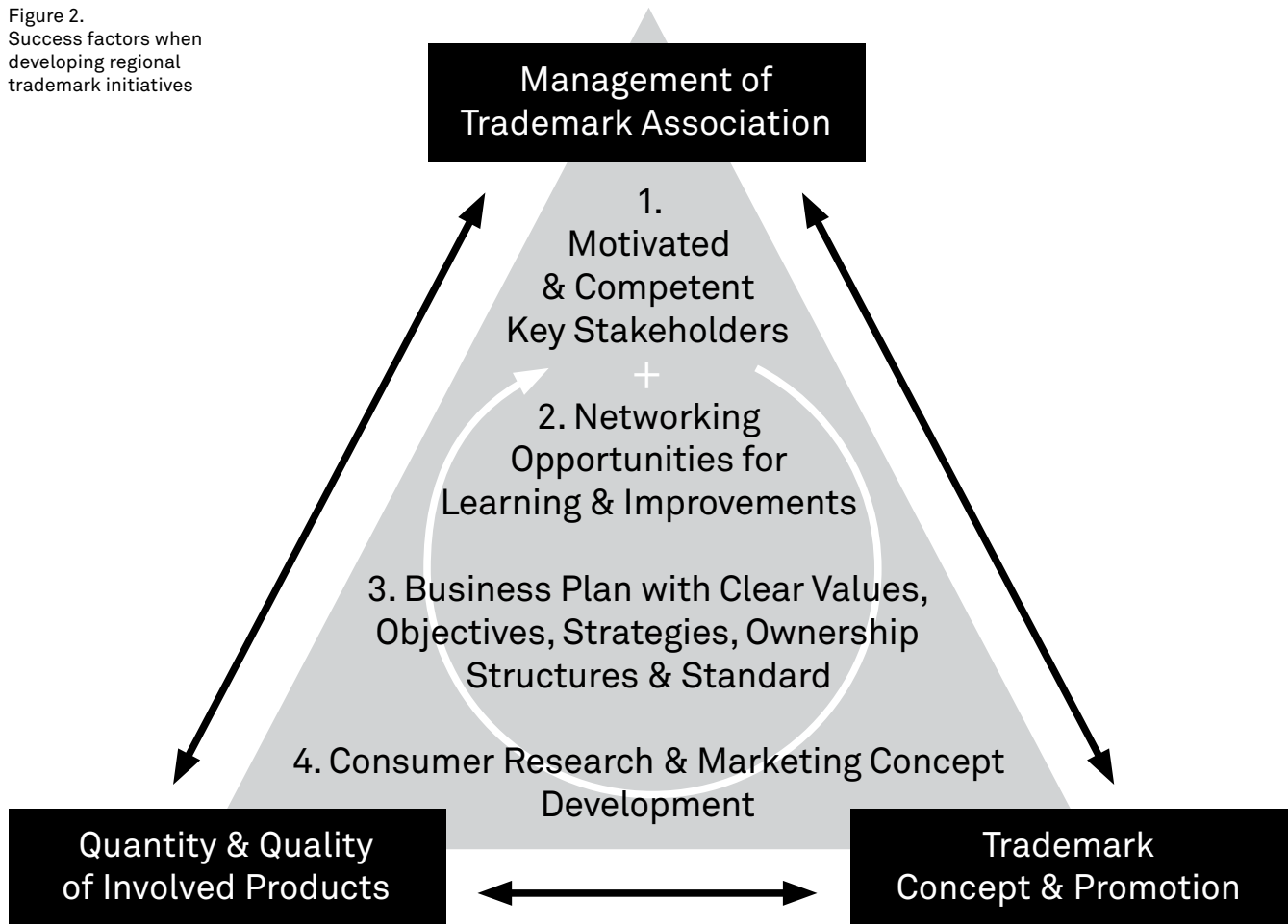
## Key success factors in developing regional brands: good governance

The development of the “Taste of the Ukrainian Carpathians” trademark clearly shows that social and institutional factors are of utmost importance relating to the motivation and capacity of involved stakeholders together with the process to successfully share and promote the most relevant information.



concept and its practical implications in respect to product and label development in the business context of each stakeholder. Equally important are these key stakeholders for managing the trademark association, as good leadership is crucial to boost the overall trademark business while enhancing trust among association members and licensees.

Figure 2.  
Success factors when  
developing regional  
trademark initiatives



As illustrated in Figure 2, motivated and competent key stakeholders are key to have a fruitful interaction among a wider range of stakeholders to develop and agree on a clear trademark

Yet, as many times the vision and means of stakeholders to develop an own regional trademark is limited – and they tend to compete with their businesses – initial outside support is critical to set in place such an initiative. In this regard, the sharing of successful regional trademark experiences is equally important as a good process facilitation that aims to clarify all relevant aspects in the context of discussion groups. The direct and functional involvement of interested

and relevant stakeholders is of greatest importance: (1) to promote ownership about the regional trademark, and (2) to stimulate insight and institutional structures based on mutual trust. Also, outside support favours the development of highly relevant marketing expertise among licensees, especially relating to qualitative consumer research, marketing concept development and product labelling etc.

## MORE INFORMATION

The brand's web site  
Tatse of Ukrainian Carpathians

### Case 1

Governance in the  
process of Labelling

Currently, the demand for typical products labelled with the trademark “Taste of the Ukrainian Carpathians” is growing and producers obtain premium prices. Yet, despite the visible economic success and the benefits that this initiative has generated for producers up to now, and will continue to do on a long term, different “soft factors” remain vital to initiative's overall success. Most important is the professional management of the public union – providing strategic guidance and setting in place a “participatory spirit” that ensures optimal involvement and interaction of key stakeholders at different levels and through different means (i.e. opinion leaders, key retailers, licensees, consumers, government authorities, media).

## Case 2

# Geographical Indication

## Association of Penja Pepper, Cameroun

**Roles and challenges at the level of organization of production, quality, certification and market access**

**By Emmanuel Nzenowo (Executive Secretary IGPP)**



### Introduction: Historic

The Penja pepper has been grown in Njombe-Penja area for fifty years. The soil and agroecological factors and organoleptic qualities have enabled this product to define the essential criteria for its specifications and take advantage of the support of the project PAMPIG, resulting from the cooperation between the OAPI and the AFD and the CIRAD.

The association IG Pepper Penja was established by the will of some producers concerned with the reduction of production costs through the pooling of services:

- purchase of inputs,
- exchange of labor,
- stability of selling prices in a highly competitive market.

The association was then accompanied in this dynamic by the Project of support to the establishment of geographical indications (PAMPIG), carried by the AFD, CIRAD and OAPI, which had a positive impact on the entire sector. Indeed, the project has participated in the structuring of the sector, to the increase in arable land, to the control of the technique of production, to the increase of the yields, to the improvement of the product quality, to the revaluation farm gate prices, but also has enhanced the support of public and private donors, and the support of research.

Since 2013, the Penja pepper is recognized as Protected Geographical Indication (PGI). This label has allowed the structuring of the stakeholders and the specialization of operators (nurserymen, producers and distributors) that constitute the value chain. Participatory management is at the heart of the valorisation and promotion of the product. It allowed the strengthening of existing ties through the various operators involved in the production and promotion of this product and its link to the origin and the territory. It is in this context that an Association was created.

## Structuration of the sector and specialisation of the stakeholders

To enable easy management of operators, an easy control of their activity and readability of the value chain, the sector was structured in three (03) major stakeholders namely:

- the Nurserymen.
- the Producers.
- the distributors.

The different links involved in the production of Penja Pepper form the Management and Defence Body responsible for the geographical indication Penja Pepper (IGPP). This structure represents the task-force that ensures the product and implement the decisions taken at the General Assembly. One of the challenges that the Association is currently living is the establishment of a traceability system that will control the requirements of the specifications and improve the product quality, whose demand at the local and outside market far exceeds the current offer.

### The Nurserymen

- Are gathered around an association.
- Are specialized in seed production: activity controlled at local level by a monitoring committee of nurseries responsible for capacity building of its members (mostly agronomists and agricultural technicians).
- Their activity is coordinated nationally by MINADER (through its decentralized structures), which issued a certificate of seed activity as provided for by the Cameroonian seed law.



### The Producers

- Are grouped through an association, whose main activity is the Penja pepper cultivation following a specification developed and made available to all members.
- Are supervised locally by facilitators serving in various production areas demarcated according to soil factors (soil, altitude ...) and agro ecological (temperature, rainfall, humidity, ...) of the geographical area of the product.
- Their activity is supervised by inspectors appointed by the association.
- Are accompanied at the national level by the decentralized structures of some ministries (MINADER MINRESI, MINEPAT MINPMEESA ...).

### Distributors

- Are gathered in association.
- Their main activity is the marketing of the Penja pepper market on local and external level.
- They are supervised by facilitators and internal controllers that ensure compliance with the specification requirements.
- They are accompanied by the national chamber of commerce, the MINCOMMERCE and the MINMIDT.

## Terms of Governance

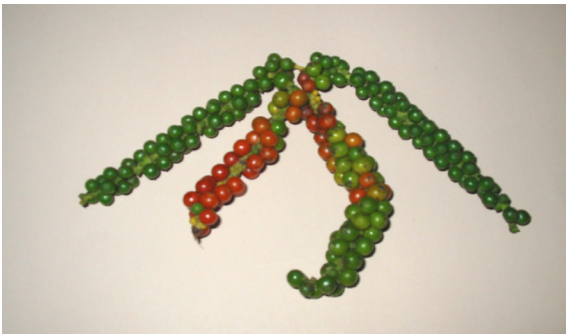
The three associations are managed internally by the structures provided in their texts. The resolutions taken during their quarterly meetings are transmitted in the minutes to the Management and Defence Body that defines the overall policy of the organization and ensures:

1. The defence of the interests of the members;
2. The development of the sector through the assembly of profitable projects and the funding research;
3. The promotion and valorisation of IG by improving product quality and participation in fairs, workshops and national, regional and international seminars.
4. Protection of the label through the fight against fraud and counterfeiting.

The Management and Defence Body meets once a year to present the annual report of activities which results from resolutions taken at a general meeting where the three main stakeholders and some national partners are represented.

Coordination of activities is provided by the Executive Secretary through animation of associations, operator training, monitoring compliance with the specification and installation and monitoring of collective projects.

## Encountered Problems...



Despite the structuring of the sector, the specialization of the stakeholders and the coordination of the activities, the organization is facing some issues that hinder its normal development, including:

- The slowness in compliance with the specifications by small producers;
- The lack of tools and equipment to improve product quality;
- Fraud and theft of IG which reduce the efforts of operators;
- The existence of pests and diseases, which reduce the efforts of producers.

## ...And Tested Solutions

Some solutions have been considered, such as:

- The request for intervention to the COLEACP / PIP, for the identification of parcels, the drafting of the technical specifications and the establishment of a single traceability system;
- The request for support of research for the characterization of vegetal material, genetic conservation and pest control (C2D project, Seed Fund project);
- The request for funding for the creation of product treatment plants and the construction of a grading and packaging centre (PRODESO, cluster project (CDE) Agropole project).



## Competences and Recommendations for the Good Governance

To make system of governance more efficient and effective, the IGPP needs:

- Training of trainers.
- Strengthening the capacities of the operators.
- The establishment of a traceability system.
- The census of all stakeholders and the identification of parcels by GPS.
- The conquest of new markets by improving the quality and presentation of the packs labelled with the PGI logo.
- The establishment of a control system to limit fraud and counterfeiting.

To achieve these goals, we want:

- The start of the activity of the center of acceptance and packaging operations;
- The use of the official logo for all GIs (OAPI and MINMIDT);
- The launch of the work of ongoing financing projects (C2D, CDE, Seed Fund Agropole, ...);
- The Cameroon government subsidies of agricultural inputs and equipment;
- The start of PAMPIG2;
- The protection of the GI Penja Pepper at EU level.



## Conclusion

The Penja pepper is the first protected geographical indication (PGI) in sub-Saharan Africa, which characteristics of the soil and the microclimate of the geographical area of production, as well as its organoleptic qualities, make this exceptional product, a pepper of exception.

To improve its quality and its conquest foreign markets, the Penja pepper needs various support and expertise.

# Case n°3 Pampat Project

## Market access for local and origin food products



The project PAMPAT follows a global approach of value chain targeting all activities that determine the performance of a chain (production and supply of inputs through the transformation and support services to the final market). In this context both targeted value chains (Argan and cactus of Ait Baâmrane) are accompanied through actions aiming as well as consolidating and improving the performance of the value chain and also actions facilitating the expansion of the same chain.

The project strategy has been shown schematically in six stages presented below in a consecutive manner to facilitate the understanding, although in practice the process is not always linear, and some phases can often overlap.



Tableau 1: Approche d'Intervention dans les deux chaînes de valeur

Amelioration of the value chain performance

Value chain expansion

Case 3

Governance in the process of Labelling

Étapes de l'Approche	Buts principaux
<ul style="list-style-type: none"> <li>Establishment of a working group bringing together key actors in the value chain and development of a joint action plan</li> </ul>	<ul style="list-style-type: none"> <li>Mobilization and engagement of actors for the achievement of project objectives</li> </ul>
<ul style="list-style-type: none"> <li>Upgrading different links in the value chain (farmers, collection and packaging centre, companies):               <ul style="list-style-type: none"> <li>→ quality improvement</li> <li>→ optimizing the use of resources</li> <li>→ increasing productivity and production capacity</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Increased production volumes of each part of the value chain</li> <li>Reduced production costs and opportunity to sell at more competitive prices and / or increase the profit margin</li> <li>Increasing the added value created in each production step</li> <li>Increase the bargaining power of each part of the value chain through quality improvement</li> <li>Reducing the environmental impact</li> </ul>
<ul style="list-style-type: none"> <li>Formalizing links between various parts in the value chain (<i>e.g. supply contracts</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Reduced transaction costs</li> <li>Prerequisite for traceability</li> <li>Optimization of the quantities offered by the upstream and assurance of the regularity and quality of supply into line with demand on the markets</li> <li>Formalization of the redistribution of profits</li> </ul>
<ul style="list-style-type: none"> <li>Promotion of the collective label among different links in the value chain, buyers and consumers</li> </ul>	<ul style="list-style-type: none"> <li>Penetration of high-end markets and better remuneration of actors in the chain</li> <li>Reduced exposure of the value chain to price changes in the mass markets</li> <li>Reduced the size of the informal market</li> </ul>
<ul style="list-style-type: none"> <li>Improving access to markets and the marketing mix of the companies / groups:               <ul style="list-style-type: none"> <li>→ Product (packaging and new product presentations)</li> <li>→ Promotion (communication tools and promotional activities)</li> <li>→ Place (identification of new distribution channels and new domestic and international markets, negotiating sales contracts with new customers)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Effective positioning in new markets, including high-end</li> <li>Increased exports and reducing dependence of the local market</li> <li>Ensuring the effective increase in sales and revenue</li> <li>Expansion of employment opportunities</li> </ul>
<ul style="list-style-type: none"> <li>Diversification and innovation along the value chain (<i>including creation of new entrepreneurial initiatives, processing products by farmers, and / or new product development</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Expansion of employment opportunities</li> <li>Diversification of sources of income recipients</li> <li>Improved visibility and better positioning in the value chain</li> <li>Strengthening of local development around the value chain</li> <li>Expanded positive impact in the region</li> </ul>

In terms of channels, the focus of the project is put on the valorisation of products that have to benefit to the different stakeholder throughout the chain.

To this end, the project also aims the development of valorisation consortia of local food products which are known in Switzerland as «Interprofession », and in France as « Syndicats de défense des appellations d'origine » and in Italy as « Consorzi di tutela ».

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## MORE INFORMATION

Pampat video

Morocco and Tunisia

These are voluntary alliances of individual producers, SMEs, cooperatives, of a same value chain in order to increase the visibility and reputation of the same products or similar products on the domestic and international market.

These consortia are mainly concerned with:

- Establishing standards of production and quality standards for the product (specifications).
- Assisting the members to meet these conditions.
- Checking and certifying compliance on the part of members of the specifications.
- Submitting and promoting the collective label of the group (geographical indication, collective mark or certification mark) and
- Developing and implementing a joint marketing strategy.

In this context, facilitating relations between the various parts in the value chain is essential to ensure the active participation of the various stakeholders involved and at the same time a redistribution of profits throughout the value chain.





## Case 4 SIPAM

In response to global trends that undermine family agriculture and traditional agricultural systems, in 2002, at the World Summit on Sustainable Development (WSSD, Johannesburg, South Africa), Food and Agricultural Organisation (FAO) of the United Nations launched a global partnership on conservation and adaptive management of «Globally Important Agricultural Heritage Systems». <http://www.fao.org/giahs/giahs-home/en/>

The overall objective of this partnership is to identify, support and protect those Globally Important Agricultural Heritage Systems and their associated landscapes, agricultural biodiversity, knowledge systems and cultures by establishing a long-term program to support these systems of their positive impact globally, nationally and locally by their «dynamic conservation», their sustainable management, resilience to climate change and social equity.

The GIAHS initiative, with its integrated approach of the management of agricultural heritage, has made significant contributions to the revitalization of ecosystems for conservation of biodiversity, improving food security and livelihoods of remote rural communities living.



### Methodological framework for dynamic conservation of agricultural heritage systems

Written by Miguel Altieri and Parviz Koohafkan, this framework is designed for the various stakeholders, to: (i) facilitate understanding of the GIAHS concept, its dynamics and its objectives; (ii) provide information on the processes of multi-stakeholder participation and its evaluation; (iii) develop the capacity to prepare and implement a dynamic Conservation Plan; and (iv) assess the sustainability of the system. The manual also contains essential advice and suggestions to stimulate discussions in each methodological stage.

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**MORE INFORMATION**  
FAO web site

The GIAHS initiative promotes in Chiloé the conservation of important crops such as potatoes, traditional seed production system, capacity building and associativity to support the retention of knowledge and local experience which reflect the evolution of the community in profound relationship with nature.

Chiloé has, thanks to this international recognition, a huge opportunity to generate an intelligent and sustainable territorial development, seeking development strategies geared to create dynamic synergies and conservation of biocultural diversity. Thus, the development of innovative products and services with cultural identity, such as handicrafts and gastronomy, with additional work on the quality and active integration into the market is in the SIPAM pillars.

The example of GIAHS Chiloé is an example in terms of articulation between the products and services bearing a strong cultural identity, combining a diversity of actors in the territory, the result of several years of work before the implementation of SIPAM certification and ensure proper functioning of the label.

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## MORE INFORMATION

[Web site Chiloé GIAHS](#)  
[Video](#)





## Project Leaders



## Co-organizers



## Sponsors

