Research on Geographical Indications

With Geographical Indications the EU offers an instrument, which allows for the declaration of specialties, qualified by their tradition, as typical for a defined area. The declaration serves to protect these products as intellectual and collective property and presents them as culinary heritage thereby enabling sale at an added value. Accordingly, the EU-instrument of Geographical Indications evokes the interests of a variety of disciplines such as (agricultural) economics, (socio) geography, sociology, anthropology, and law. Nonetheless, dialogue and cooperation among the disciplines are quite rare. As such, the workshop “Taste | Power | Tradition” offers a platform for a multidisciplinary debate, which brings together empirical data and theoretical reflection from different scientific perspectives.

The DFG-Research Group on Cultural Property

The workshop is held within the framework of the multidisciplinary DFG-Research Group on Cultural Property (see http://cultural-property.uni-goettingen.de/). Since 2008, researchers at the Universities of Göttingen, Hamburg and Tübingen have questioned how cultural property is constituted, focusing on actors, discourses, contexts and rules. Within this context, the Department of Agricultural Economics and Rural Development (Göttingen) and the Ludwig-Uhland-Institute of Empirical Cultural Science (Tübingen) cooperate in a sub-project on Geographical Indications (2011-2014) and in the organization of this workshop.

About

Venue
Ludwig-Uhland-Institute of Empirical Cultural Science
Fürstenzimmer | Schloss Hohentübingen
Burgsteige 11 | 72070 Tübingen

Organized by
Bernhard Tschofen & Sarah May
University of Tübingen | Faculty of Economics and Social Science
Ludwig-Uhland-Institute of Empirical Cultural Science
www.uni-tuebingen.de/kultur

Achim Spiller & Katia Laura Sidali
University of Göttingen | Faculty of Agricultural Sciences
Department of Agricultural Economics and Rural Development
www.agrarmarketing.uni-goettingen.de

Contact & Registration
University of Tübingen
Faculty of Economics and Social Sciences
Ludwig-Uhland-Institute of Empirical Cultural Science
Burgsteige 11, Schloss · 72070 Tübingen · Germany
Phone +49 7071 29-74886 · Fax +49 7071 29-5330
sarah.may@uni-tuebingen.de
www.uni-tuebingen.de/kultur
Within a multidisciplinary perspective on Geographical Indications (GI) the workshop will cover a broad range of topics such as origin and tradition, specialties’ protection and marketing, and the creation and conservation of culinary heritage. With such discourse different questions arise, different methods become important, and different approaches are needed.

Focus will be placed on the interrelations between terroir and culinary heritage, and the categories of space and place will need to be considered in discussion of the specification of a product by its spatial origin. Here, local tradition and knowledge, and their transmission and instrumentalization, become especially important. These discussions raise questions such as: How are taste and place connected? Which implicit knowledge is instrumentalized and sold with a GI-product? Where can effects of the product’s ennobling in status of culinary heritage be found?

Particular emphasis will be placed on the effects of GI-processes within a conservation-constitution perspective. This emphasis raises another series of questions. How do products and regional awareness change? Are there influences on the market chances or on trust in the EU-instrument? Which differences have to be detected between regions with established or relatively new protection systems?

Discussing a European legal instrument, our workshop aims at detecting governance structures which underpin the GI-system as well as meta-cultural practices of transnational GI-regimes. What kind of interests and conflicts emerge? How does the establishment of GIs diverge between actors, regions, and countries? Which effects on culture and economy are tangible? How do claims to common right and common good complement the GIs exclusive character?

In an effort to support multidisciplinary discussion, dialogue, and active participation, the presentations will be held for no longer than 20 minutes. We hope to encourage all those attending to contribute to the joint discussion.

**Thursday, May 16**

13:30 Arrival and Coffee

14:00 Welcoming and Greeting
Josef Schmid, Tübingen

14:15 Introduction: Geographical Indications as Cultural Property. Agro-economic and Anthropological Perspectives
Achim Spiller, Göttingen & Bernhard Tschofen, Tübingen

15:00 Shaping Borders in Culinary Landscapes: European Politics and Everyday Practices in Geographical Indications
Sarah May, Tübingen

15:45 Coffee Break

16:15 Re-Making Place: The ‘Simplification’ of Geographical Indications for State Audits
Dwijen Rangnekar, Warwick

17:00 Pure Products, Messy Genealogies: A Case Study from Cyprus
Gisela Welz, Frankfurt

17:45 Coffee Break

18:15 Beyond Marketing and Production: Geographical Indications, Identity Politics, and the Environment
Fabio Parasecoli, New York

**Friday, May 17**

09:30 Culinary Niches in Rural Areas: Cultural Relocalisation of Local Food as Product Development Strategy
Katia Laura Sidali, Göttingen

10:15 ‘Mediterranean Food’ as Cultural Property? Towards an Anthropology of Geographical Indications
Karine Michel, Aix-en-Provence

11:00 Coffee Break

11:30 Economic Analysis of Geographical Indication Certification Process in the Mango and Grapes Chain in the Sub-Medium of the Sao Francisco Valley, Brazil
Andréa Cristina Dörre, Santa Maria

Marianna Bicskei, Göttingen

13.00 Lunch Break

14:00 Taste, Power and Cultural Self-Awareness: Some Reflections on Peruvian Food as a Global Brand
Raúl Matta, Paris

14:45 Consumer Preferences and Marketing Problems and Opportunities for non-EU based Geographical Indications: Experiences from Brazil and Serbia
Maurizio Canavari, Bologna

15:30 Comment and Conclusion
Regina Bendix & Kilian Bizer, Göttingen