
Geographical Indications (Protected Geographical Indications (PGI) and Protected Designations of Origin (PDO)) are important agricultural policy tools of the European Union. Although in their 20 years of existence a number of studies have analysed the impacts of these instruments from different perspectives, an overall synthesis of their impacts on consumers is still unaccounted for. However, in order to be aware of the effectiveness of these tools in terms of intended outcomes, policy-makers and producers must understand how and in what way these instruments are valued by consumers. Therefore, looking at consumers´ willingness-to-pay (WTP) for EU GI products provides one promising approach towards evaluating the existing awareness of consumers and measuring the impact of the information included in the PDO and PGI labels.

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Maurizio Canavari: Consumer Preferences and Marketing Problems and Opportunities for non-EU based GIs: Experiences from Brazil and Serbia

Geographical Indications (GIs) have been put forward as a powerful tool for rural development and food products value-enhancement. However, most of the research on consumer preferences for such a tool is concentrated in the EU or in other developed countries. The analysis of consumer perception of GIs in developing and emerging countries is rather scarce and this may be a problem, since consumer voice is always a key element in any marketing strategy. In this work, we summarize the results of a set of studies entailing the analysis of consumer attitudes and preferences towards food products with a GI label based in a non-EU country (Brazil and Serbia), and with both local (Brazilian) and foreign (Austrian) consumers. The results suggest that the understanding and acceptance of consumers in domestic markets may be more problematic than in foreign markets.

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**Andréa Cristina Dörr: Economic Analysis of Geographical Indication Certification Process in the Mango and Grapes Chain in the Sub-Medium of the Sao Francisco Valley, Brazil**

Mango and grapes have been recognized by the National Institute of Intellectual Property (INPI) as Geographical Indication (GI) in the Sub-Medium of the Sao Francisco Valley since 2009. In Brazil, this is the first case of two types of fruits (in natura) and two different states with GI. Due to climate and soil conditions, considered unique worldwide, the region was responsible for 82% of mangoes and 100% of grapes country’s total exports to the European Union in 2012. The objective of this study is to draw scenarios before and after GI certification adoption and to understand its importance, its role and its changes at farm and region level and potential conflicts with labeling schemes of other stakeholders. A total of 16 interviews (producers, associations, cooperatives, research and technical support organizations) were carried on in locu in the region in March, 2013. The findings reveal that farmers perceived that mango and grapes under GI do not only receive a price premium, have access to specific niche markets, but also open opportunities to trade the top prime fruit in both international and domestic market. At macro level, there are evidences of strong institutional changes.

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

Since the mid-2000s, the growing visibility of Peruvian gastronomy abroad prompted a process of fabricating heritage fostered by political and economic leaders who saw strong potentialities in Peruvian food. Food burst into the political arena at the core of an ambitious discourse about development. The idea was that Peruvian culinary culture, if based on a balance between cultural preservation and adaptation to the international markets, could bring positive economic impacts to the country and, since it represents a vehicle of identity, lead to social reconciliation in a nation shaped by historical socio-economic and cultural inequalities.

According to this, a political campaign linking culture with development issues was launched for the international promotion of Peruvian food and for its inscription as Intangible Heritage by UNESCO. The campaign lasted for three years, ending in 2011 with the submission of the application dossier to UNESCO. A first exploration of the process of heritage-making has revealed tensions between a cultural-oriented and a market-oriented approach to food heritage, leading to significant changes both in the configuration of actors involved in the process and in the subsequent discourses shaping the nature of Peruvian food heritage. In this negotiation to articulate cultural and economic capital, ideological *parti pris* and power asymmetries have been decisive.
This presentation intends to contextualize the turning points of the process of heritage building and, through some examples, show how, progressively, Peruvian food heritage has been meant to operate more as a competitive global concept than as an instrument for cultural safeguarding and inclusive development.

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**Sarah May: Shaping Borders in Culinary Landscapes: European Politics and Everyday Practices in Geographical Indications**

The implementation of the European specialties’ protection assumes borders – borders which are related to space, to knowledge, to practices, ingredients, and production, borders which are supposed to emphasize the special characteristic of the product. On this basis geographical indications offer advantages: They appear as an interesting instrument for those who want to protect a product against imitation, for those who want to promote a geographical region, for those who want to link economic to cultural interests. In this context, gradients in knowledge, processes of governance, authorities’ influences, and interests on local but as well on state level come into view. Here the discussion on geographical indications opens up to aspects of power, which are closely connected to knowledge, (financial) possibilities and networks. So there reveal differences between European countries and regions, between actors in production, politics and marketing which will be discussed by the example of German and Italian cheese specialties labeled ‘protected designation of origin’. By these examples becomes obvious that the establishment and application of the geographical indications not only assumes borders, but strengthens or rather establishes them. Thus, by introducing a product in the EU-protection-system, a former, supposedly common, practice becomes a common right for a limited, exclusive group – for those who are part of the labeled product’s protection association. The interests and practices of the relevant actors bring to light processes of exclusion and inclusion – so they are shaping borders again.

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**Karine Michel: ‘Mediterranean Food’ as Cultural Property? Towards an Anthropology of Geographical Indications**

Due to the wish of some researchers working on food, a new research programme named Alimed (Alimentation en Méditerranée = Food in the Mediterranean) is born in Aix-en-Provence in 2012. Its ambition is to think about food in a diachronic dimension, from a multidisciplinary perspective, including
anthropologists, sociologists, geographers, historians, archaeologists and pre-historians. Some of these approaches focus on the ‘terroir’ or soil products, the ‘AOC’ labels (Protected designation of origin) and their building up as cultural heritage. Such contributions participate in the understanding of the stakes of the valorisation of food products in the construction of local identities.

In the Alimed programme these themes are enriched by the multidisciplinary perspective. The historical context can be extended; the focus can be enlarged, taking in account not only the variations of food products through time but also their place in cultural transmission and in the culinary heritage. Anthropology is here of a main interest, linking all together the historical context, the product treatment in its technical and economic aspects, and its associated mechanisms of social and collective appropriation.

In this contribution we will try to emphasize three different aspects of Mediterranean food studies. First we will try to address the unity of a Mediterranean culture through food: does such a unity exist and where does it come from? Second we will focus on the differences between anthropology and other disciplines in the study of Mediterranean food: how is it possible to have a multidisciplinary approach in this field of studies? Third we will report on the French debates concerning the ‘AOC’ labels and the French notion of ‘terroir’: what is the impact of such categories on the conceptualization of food studies and of cultural property in France?

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**Fabio Parasecoli: Beyond Marketing and Production: Geographical Indications, Identity Politics, and the Environment**

Despite their commercial and cultural relevance, the evaluation of the impact of GIs on their community of origin usually does not consider identity politics connected with gender, class, and ethnicity, as well as environmental issues. GIs have the potential to become a valid tool to implement community-based, sustainable, and quality-oriented agriculture and manufacture, depending on the socio-political dynamics behind their establishment, regulation, and management. This reflection addresses the questions of who reaps the benefits of techniques and know-how transmitted and protected by GIs, and how the role of all actors involved can be acknowledged in terms of cultural recognition and economic benefits.

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

GIs are a recent entrant into the global pantheon of intellectual property rights (IPRs), having been introduced in the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).[1] Drawing on earlier work, I revisit a particular framing of GIs. Anthropologists have noted how social norms and cultural conventions are mutually constitutive of the stabilisation of particular repertoires: “[E]very location acquired, maintained and enlarged … its own cultural repertoire: its own norms and criteria that together established the local notion of ‘good farming’” (van der Ploeg, 1992). Hence, the approach to frame GIs as a juridical reification of place-based stabilised cultural repertoires: a ‘convention of place’.

Juxtaposed with this framing of GIs are the techno-legal processes through which GIs are acquired – the mundane technology of applying for a GI. In most jurisdictions, though not all, groups of producers are required to complete extensive applications that require the documentation of cultural repertoires, historical evidence of the practice, and detailed mapping of sites of production and processing. This auditing approach to claims of origination and authenticity become all that more remarkable during legal disputes. The paper sees in these audits approaches to documenting, making legible, a cultural object. Invoking James Scott (1999), I hope to demonstrate that the audit approach to GIs, which has tended to become the dominant legal template for fulfilling TRIPS obligations, seeks to present a standard grid, a statecraft that seeks simplify complex, illegible, local social practices.

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

Using the study case of PDO-producers in a cross-country perspective, the study showcases how practices of “globalisation resilience” and “food relocalisation” turn into successful product development strategies.

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[1] TRIPS defines GIs in Article 22.1 as “… 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”. Antecedents to GIs are found in social conventions in trade and commerce, such as guilds, and closely related forms of intellectual property like ‘indications of source’ and ‘appellations of origin’.
The paper looks into conflicts over market shares and authenticity claims that ensued in Cyprus in recent years. Historically, the multi-ethnic and multi-religious population of the island had many food traditions in common. Applications for European Union quality labels by the Republic of Cyprus - for a candy called loukoumi, granted PGI by the European Commission in 2007, and for halloumi cheese, submitted in 2009 and retracted in 2012 - however, claimed these products as being uniquely and exclusively Greek Cypriot. These assertions were hotly contested, both on the island and abroad, by excluded groups who felt that these products represent their heritage as well. The proposed paper examines DeSoucey’s assumption that Geographical Indication systems almost inevitably promote a kind of “gastronationalism”. Conversely, one might argue that Geographical Indications could also be deployed politically to enhance regional diversity and cultural heterogeneity.

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