



CFS High Level Forum on Connecting Smallholders to Markets



The GI route for cocoa, coffee and pepper from Sao Tome and Principe



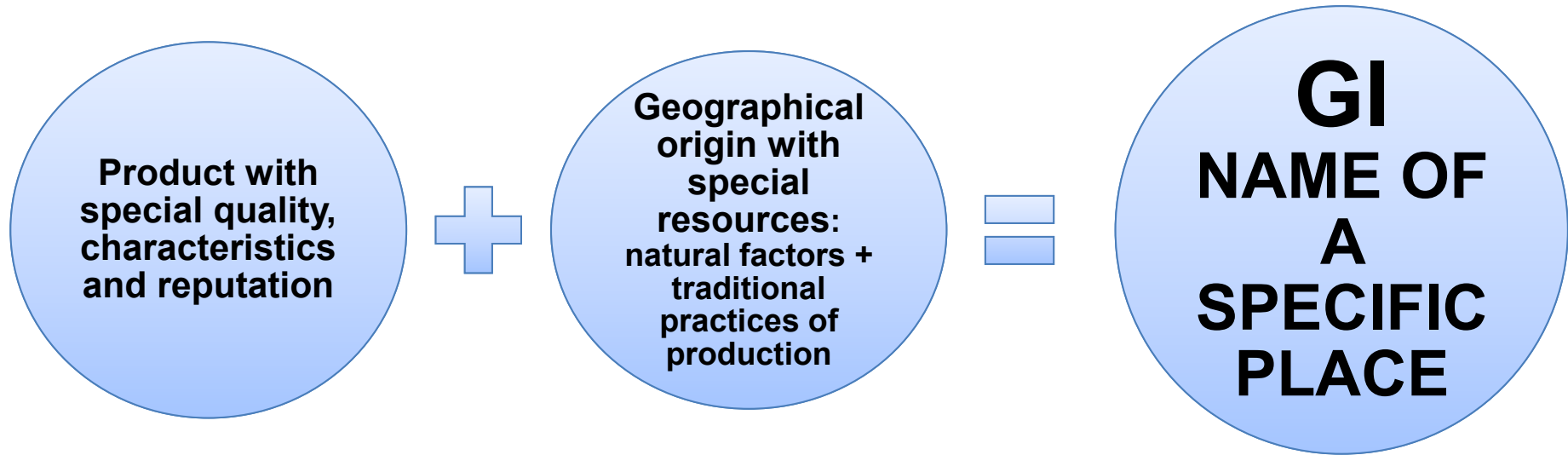
Ester Olivas Cáceres
Lawyer Senior Consultant of IFAD
Geographical Indications Expert
Portfolio of Sao Tome and Príncipe

25 June 2015
Rome (Italy)





What is a Geographical Indication (GI)?



Legal tool: IP right

Differentiation tool

GI AS A MULTIPLE TOOL FOR SMALLHOLDERS

Economic tool

Political tool



GI worldwide scenario: Increasing interest!

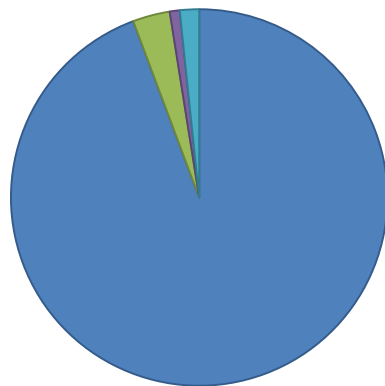


In the world: More than 10.000 protected GIs in 167 countries

EU 28: 3.543 registered GIs (wines, spirits, agricultural products & foodstuffs)

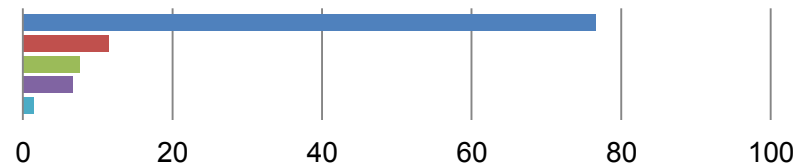
Sources: Guide to GIs ITC 2009 & EU Databases by June 2015 (DOOR, E-Bacchus and E-Spirits)

Worldwide sales value of EU GIs (2005 - 2010)



- Sales value of EU food & drink sector = € 956 billion (EU27)
- Sales value of EU GI products = € 54,3 billion (5,7% of the total)
- 56% GI Wines & 0'1% GI Aromatized Wines
- 15% GI Spirits
- 29% GI Agri & Foodstuffs

EU GI products exported abroad



- Total EU food and drink exports = € 76,6 billion
- Total value exports EU GIs = € 11,5 billion (15%)
- GI Wines export: 47%
- GI Spirits export: 44%
- GI Agri & Foodstuffs export: 10%



CFS High Level Forum on Connecting Smallholders to Markets



Is it worthy to access the GI route?

GI FOR...	PROS	CONS
PRODUCERS	<ul style="list-style-type: none"> ▪ Differentiation: quality vs. quantity. ▪ Production & sales increase at premium price. ▪ Redistribution of the added value in the production chain. ▪ No delocalization – for household production. ▪ Market access. ▪ Leadership. ▪ Government – producers cooperation. ▪ Protection against counterfeiting & abuses. 	<ul style="list-style-type: none"> ▪ Long process (sometimes years!). ▪ Training & educational efforts. ▪ Conflicts defining geographical boundaries. ▪ Organizational costs. ▪ Costs for facilities & production methods. ▪ Control and certification fees. ▪ Costs for marketing & promotion. ▪ Need to apply for international protection. ▪ Surveillance & enforcement of protection.
BUYERS & CONSUMERS	<ul style="list-style-type: none"> ▪ Seal of origin & differentiation. ▪ Certainty on production methods & quality - traceability ▪ Better & transparent information. 	<ul style="list-style-type: none"> ▪ Increase of the purchase price.
REGION & COUNTRY	<ul style="list-style-type: none"> ▪ Enhancement of the land, history & know-how. ▪ Job opportunities. ▪ Diversification in production. ▪ Positive impact on tourism: Food routes, initiatives on agro-tourism in STP. 	<ul style="list-style-type: none"> ▪ Need the establishment of a domestic legal structure. ▪ Hinders technological innovation at a production level.



The path towards GIs in STP

IFAD's PAPAFA Programme (2003 – 2015)

- Export cooperatives & producers' associations
- Sustainable certification schemes
- Solid commercial relations with committed partners

IFAD-funded grant SAMCERT (2012 – 2015)

Potential for establishing GIs in STP:

- GI eligibility of coffee, cocoa & pepper from STP
- Clarity & organized consensus by STP stakeholders
- Market access potential: Support from external partners

First steps:

- A thorough assessment: participants, resources, barriers, territory, costs and benefits.
- Strategic plan: organizational & institutional structures, equitable participation, strong partners, legal framework and implementing strategy





CFS High Level Forum on Connecting Smallholders to Markets



The GI road map in STP

IMPLEMENTING PLAN

COMMUNICATION

*Participatory
approach*

TECHNICAL ASSISTANCE

*GI groups &
government*

POLITICAL DIALOGUE

*EU, WIPO, Slow
Food, etc.*

VISIBILITY

*SANA, Biofac,
etc.*

Lessons learnt

- Importance of prior organizational structures of smallholders
- Need of preliminary communication work
- Relevance of strong business partners
- Cooperation between government & stakeholders is key – GI groups
- Use of participatory approaches is a must
- Need of specialized technical assistance and *ad-hoc* follow up
- A GI can only be sustainable if stakeholders want and believe in it
- Long-term frameworks are required to deal with GI establishment

GI is not a magic formula

Long-term commitment and sustainability is a challenge



CFS High Level Forum on Connecting Smallholders to Markets



THANK YOU VERY MUCH

Ester Olivas Cáceres

Lawyer Senior Consultant of IFAD - GI Expert
Portfolio of São Tomé and Príncipe
esterolivas@gmail.com