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Collective efforts, risks and benefits for registering GIs in the EU

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Why are collective efforts needed for GI registration in the EU?

- Decision making for involving diverse stakeholders to go for GI
- Discussing, negotiating, and agreeing on:
 - geographical boundaries,
 - product quality standards,
 - production techniques,
 - PDO/PGI, ...
- Information gathering and social learning on GI processes



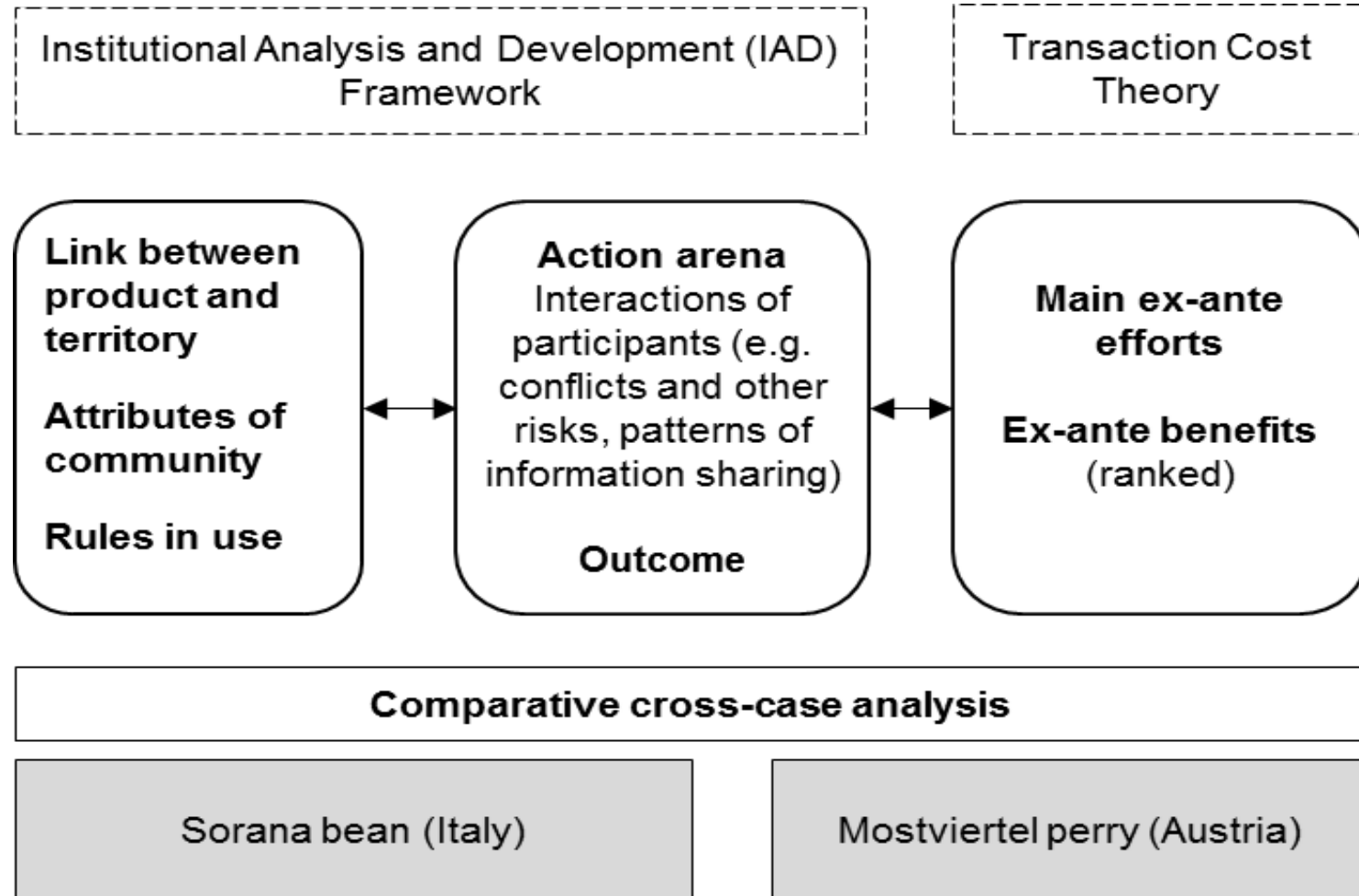
What is the relevance of this study?



- PGI/PDO registration needs collective action from numerous supply chain actors and diverse organizations.
- So far, little insights into the efforts for collective action and associated risks and benefits along the GI registration process.
- Our results might support the decision making for producer groups considering GI applications in and outside the EU (e.g. developing countries are now applying for EU GIs).



Analytical framework



Research design

Guiding research questions

- What are the most critical and (time) demanding phases in the GI registration processes and how many efforts are required?
- What types of public and private actors are involved along the GI processes and what is the scope of their contributions?



Research design (2)

Comparative case study approach

- Document analysis and semi-structured interviews/questionnaires (e.g. farmers, producers, cooperative members, technical experts, GI-experts, local public organizations) – including time efforts measured in person years.
- Field work: Italy and Austria took place 10 / 2013 – 04/2014.

Data analysis and interpretation

- Deductive categories of analysis: time efforts in person years.
- Benefits and risks as derived from literature and inductive ones.

Cases and selection criteria

Sorana bean



Perry from Mostviertel



- Registered PGIs with similar value chains
- Producers managing directly the processing phase
- Products marketed via short and local chains

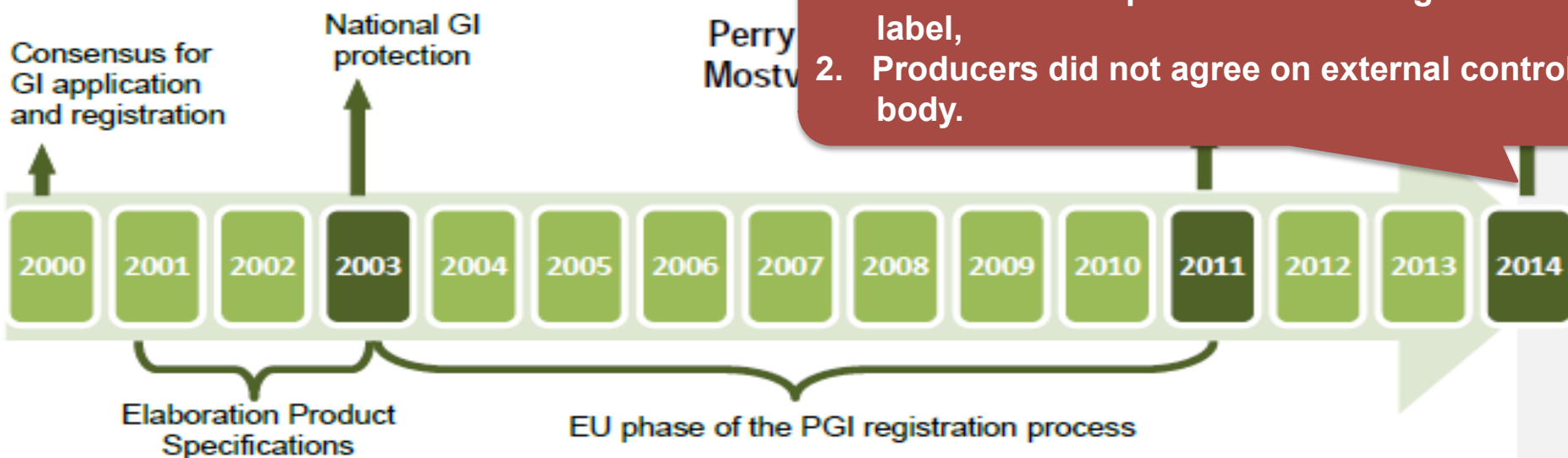
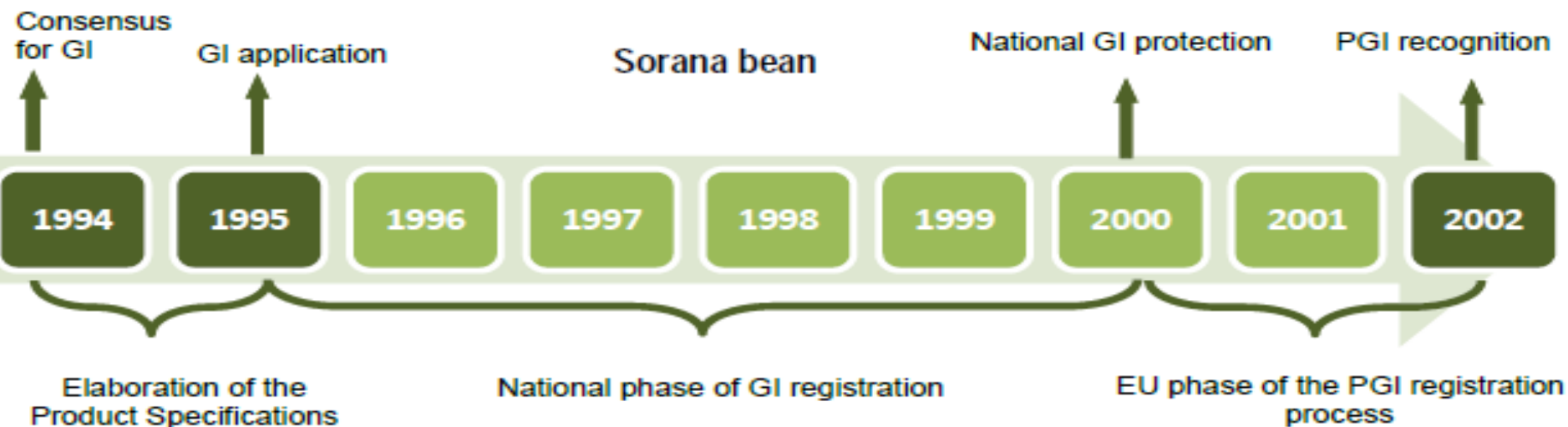
Comparative case study approach

	Sorana bean, Italy	Mostviertel perry, Austria
GI management	Il Ghiareto ONLUS Associazione dei Piccoli Produttori del Fagiolo/Sorana	Regional Management Mostviertel
Affiliation & number of interviewees	<ul style="list-style-type: none"> ■ Tuscany Region Office (3) ■ Municipality of Pescia (1) ■ Ghiareto Association (1) ■ Producers (4) 	<ul style="list-style-type: none"> ■ Regional Management Mostviertel (3) ■ Association of fruit producers, Mostviertel (1) ■ Experts (2)
Documents	GI documents and protocols, reports from Tuscany Region Office, inspection body, Door Database	Reports from Patent Office, GI documents and protocols, Door Database

Qualitative interviews (e.g. for understanding the PGI registration process, for open questions on benefits and risks)

Structured questionnaires (e.g. for assessing the time effort of the individuals involved, for ranking the risks and benefits derived from literature)

Results (2): Timeframe from GI conception to PGI registration



- 1. Patent office inquired for not using the PGI label,
- 2. Producers did not agree on external control body.

Results (3): until PGI registration

Co-decision making by the majority of producers

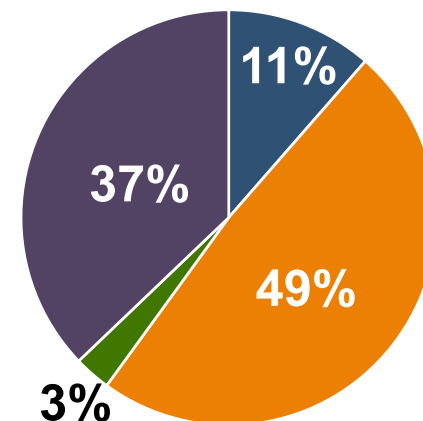
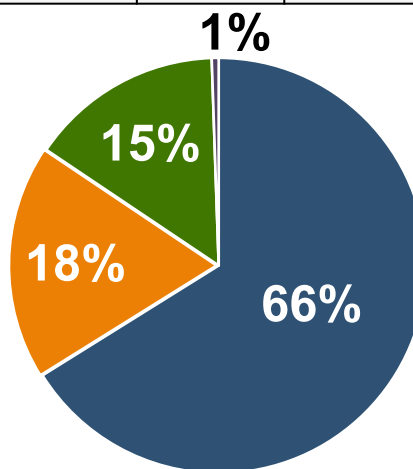
5 Key-actors deciding on behalf of and informing other producers: Additional 0.02 person years of discussion until rejection

Work packages	Sorana bean			Mostviertel perry		
	Time frame	Person years	Total of people involved	Time frame	Person years	Total of people involved
1. Conception and consensus on GI strategy	1994	1.23	21	2000	0.04	55(5)
2. Agreement and drafting of the Product Specifications	1994-1995	0.34	15	2001-2003	0.17	23
3. National phase of the GI registration	1995-2000	0.28	40	2003	0.01	21
4. EU phase of the PGI registration	2000-2002	0.01	1	2003-2011	0.13	22
Sum	8 years	1.86	*	11 years	0.35	*

Source: Questionnaires answered by interviewees

Note: Time effort was estimated as person years (7.5 working hours/day, 220 working days/year)

* Not possible to sum up because of overlap/double counting between work packages



Results (4): Main risks until registration – average Likert score



Risks until registration for the Sorana case

Score >3

Difficulties in consensus on Product Specifications (definition of the territorial area)

3.9

Risks until registration for the Perry case

Score >3

Long and tedium GI registration

5.0

Understanding of the GI concept

4.3

Difficulties in consensus on Product Specifications (quality definition, pears specifications)

3.7

Source: Semi-structured interviews

The score is calculated as the average of agreement expressed by interviewees, measured according to the following scale: 1= strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Results (5): Main benefits until registration



Benefits until registration for the Sorana case	Score > 3
Higher <u>pride</u> of local firms on the product	4.3
Increased <u>motivation</u> to produce <u>better quality</u>	4.0
Broad acceptance of a common quality standard	4.0
Deeper <u>knowledge and awareness</u> of external actors of <u>product characteristics</u> of different beans produced in Tuscany	3.8
<u>Improvement of relations</u> between private actors (firms) and public actors in territories	3.6

Source: Semi-structured interviews

The score is calculated as the average of agreement expressed by interviewees, measured according to the following scale: 1= strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Results (6): Main benefits until registration



Benefits until registration for the Perry case

Score > 3

<u>Better Product Specifications</u> and product description	4.0
Start of a <u>debate</u> about the future of the region and its development	4.0
Improvement of <u>horizontal relations and communication</u> between perry producers	3.3

Source: Semi-structured interviews

The score is calculated as the average of agreement expressed by interviewees, measured according to the following scale: 1= strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Discussion

- Similar GI registrations process with divergent amount of efforts and results & benefits (e.g. formally rejecting the PGI recognition)
- Group heterogeneity → **increases the length of the registration processes** (Poteete et al. 2010).
- Less collective efforts invested in the ex-ante phase of the Perry case had to be spent afterwards (Hanna, 1995) – without GI recognition in the end
- Higher levels of participation before registration promote
 - clear and broadly accepted rules,
 - trust,
 - horizontal communication,
 - collective learning on GI

Lessons learned

- The two cases suggest that the collective efforts might pay off when there is:
 - the inclusion of all potential users (e.g. specialized or not, big or small)
 - the degree of participation (collectively decided? or some else decided?)
 - collective GI learning (producers and public authorities)
 - the existence of a supportive institutional environment (e.g. legal framework and support by public authorities)

- Future research on how to effectively organize and promote the interaction among heterogeneous producer groups and actors



Thank you for your attention!

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