



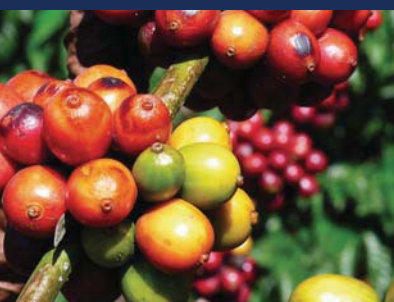
## The programme on quality linked to geographical origin

Quality Linked to Geographical Origin offers a unique view of agriculture and food products, by linking them to their geographical heritage. This means recognizing the value of their unique indigenous features that have made them important locally – their traditions and generations of improvement that have built their reputations – as well as the influence of natural factors such as soil, water and weather.



The programme focuses on developing activities and projects at institutional and local levels to preserve and add value to these local products. This further serves to support conservation of crop diversity and, in turn, contributes to sustainable rural development. It also can have economic, social and environmental impact.

- Economic – improves the value chain by increasing market access and income for stakeholders.
- Social – respects and preserves local knowledge, traditions, food heritage and ways of life, and reinforces links between local stakeholders.
- Environmental – supports sustainable management of natural resources and preservation of biodiversity.





Since it was established by the FAO Food Quality and Standards Service in February 2007, the programme has worked to increase the understanding of the positive results that can be gained from building on the relationship between agriculture and food products and their human natural and environments.

## Building knowledge

Support has been given to studies that focus on the value chains of local products in different parts of the world, such as: Colombia coffee; Pica lemons from Chile; Chuao cocoa from Venezuela and Arriba cocoa from Ecuador; baby goat from Neuquen, Argentina; Cuzco giant white maize from Peru; Cotija cheese from Mexico; Turrialba cheese from Costa Rica, Uzice ham from Serbia; Livno cheese from Bosnia and Herzegovina; Tetovo beans from the Former Yugoslav Republic of Macedonia; Taliouine saffron from Morocco, etc.

## Sharing experiences

Seminars and regional workshops have been conducted. They included:

- "Quality Linked to Geographical Origin and Traditions in the Mediterranean" held in Casablanca, Morocco, 8–9 November 2007, organized with the Ministry of Agriculture of Morocco;
- "Food Quality Linked to Origin and Traditions in Latin America: Lessons and Perspectives" held in Santiago, Chile, 12–13 December 2007, organized with the Ministry of Agriculture of Chile and the Inter-American Institute for Cooperation on Agriculture (IICA).

## Establishing expert networks

Networks comprising experts and stakeholders representing national and local governments, NGOs and interested institutions have been established. An expert meeting, "Sharing Views on Quality Products Linked to Geographical Origin. How can they contribute to rural development?", was held in FAO headquarters from 31 January to 1 February 2008 in collaboration with the research project Strengthening International Research on Geographical Indications.

## Building capacity

Technical cooperation projects have been launched that support the development and implementation of an institutional framework for the recognition of origin-linked quality of products and of local initiatives to implement an origin-based quality seal.

## Producing support documents

Practical guides have been produced that recognize quality linked to geographical origin, and training courses offered to institutional agents and local producers.

### Partners

#### Intergovernmental organizations

United Nations Conference on Trade and Development (UNCTAD), Interamerican Institute for Cooperation in Agriculture (IICA), Directorate-General for Agriculture of the European Commission, International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM)

#### International organizations and federations

International Centre for Trade and Sustainable Development (ICTSD), OriGIn Organization for an International Geographical Indications Network

#### Experts and researchers network

SinerGI, AGRIDEA, INRA, CIRAD, SEEDEV

#### Non governmental organizations

#### National and local institutions and agencies

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