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Title of the PhD work : The construction of the link to the origin for the Brazilian agricultural products

First of all I want to emphasize that I have not started my PhD thesis yet. I am currently finishing my "research master's thesis" at the LYON2 University which deals with the same subject. It focuses more on the case of the Meridional Campaign Pampean Beef (chosen like study case in the SINERGI Project). I have not definitively defined yet which Origins Products I will study during my thesis. I truly think that I will study, at least, three different types of product of which the Meridional Campaign Pampean Beef.

In this document I will present you the results obtained in the case of the Meridional Campaign Pampean Beef.

I. Research questions

The goal of this thesis is to present the construction of the link to the origin within the framework of the agrofood products in Brazil. This country of the New World takes a position today in a context of emergence of the Geographical Indications (GIs) and protection of localised and territorialized productions. The Brazilian congress promulgated the protection of the intellectual property of the agrofood products in 1996. Among the five cases of GI, officially recognized by the Brazilian government, each one seems to present different characteristics, motivations, and objectives. In addition to these GI's productions, several others supply chains claims their origin link. They wish, in the more or less long term, that this differentiation will be reward by a GI. We can assume that these operators do not represent the same economic and social stakes, especially knowing that some actors come from family type agriculture and others from industrial type agriculture. The study of Brazilian

localised product will highlight the impacts on the local development within the framework of a construction of the link to the origin of products. We will focus on construction of territories around products and on emergence of new products fitting in existing territories.

Because Brazilian operators are implicated in steps of qualification and certification, they recognize a specific link of their product within/to a territory. Therefore they need to understand the construction of this link with origin. Thus this study will enable us to examine the assumption according to which a step of qualification allows to refine and to reinforce the construction of the link in productions by showing that many elements influence this development and direct the impacts towards the local development.

We want to answer at various questions :

Do the agricultural products for which steps confirm the duality of family and employers' agriculture?

Is the organization of the various agricultural supply chains formal or abstract?

Are steps of differentiation/certification born from opportunities or of threats, which are their forces and their weaknesses?

Which are the commercial stakes and target markets? Are they local, national or international?

Are economic stakes and/or social stakes pushing producers to assemble such projects? Are the institutional support, financial means and public policies of promotion equal in each sector of Agriculture?

Does the regulation support the steps or represent an obstacle?

Which are the engines of the construction of the link with the origin?

Does the interaction between several key elements impact the force of this link?

What are the impacts of the installation of qualification steps on local development?

Are the impacts proportional to legitimacy of the link with the origin of the productions?

Let us remember out the principal objective of this study which is to evaluate social and institutional construction link with the origin within the framework of the development of Geographical Indications (recognized or not) and Origin products and of their impact on the local development in Brazil.

The more specific objectives are:

- (I) Identification and analysis of the conditions of emergence of the GI starting from four case studies;
- (II) Characterization of the potential, candidates or already recognized products (history, modes of production and of transformation);
- (III) Identification of the implied actors (private and/or public);
- (IV) Characterization of the perception of the situation of the actors, their waitings, their strategies, their justifications and their motivations;
- (V) Identification of the institutional context and organisational of the experiments installation;
- (VI) Study of the construction of the link with origin of localised productions (physical links, cultural links, economic and social links) which link the product with the production area, its incidence on the economic life and the organization of the local populations;
- (VII) Study of the potential impacts in terms economic, social, cultural, environmental, policies of the implementation of GIs.
- (VIII)

It is thus a question of distinguishing the various forms of link to the origin (with the territory, the place, the space of production) which characterize the implementation of localized productions. In the second time, we wish to see if these forms are the result of a social (and institutional) construction, the fruit of coordination between the local actors, with an aim of developing economically their product and/or to promote the development socio-economic, cultural and environmental of the space in which they fit.

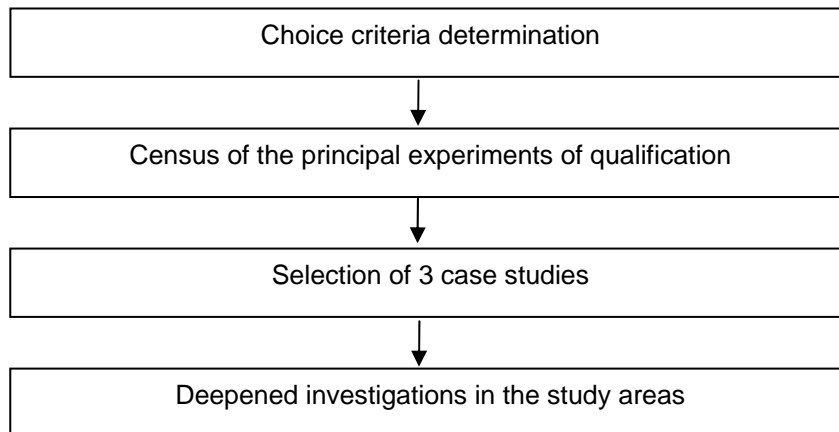
II. Methods and tools

The construction of measuring instruments, or at least, of apprehension of the local incidences of the construction of the link with origin is carried out in parallel of the localization and the determination of areas of production.

II.1. Ground and selection of the case studies

This phase was carried out starting from the consultation of bibliographical data (reports, articles, communications) in ISARA-Lyon, in the CIRAD and the Federal University of Santa Catarina - UFSC. This first mission consisted of a first approach of the subject. It was essential in the conscientization of the Brazilian context and the attempts of awareness of differentiation of existing or studied productions by certain groups of actors or institutions. The choice of the products was made in relevance to the cases compared to the objectives of research and compared to the test of the working hypotheses like exhibit 1 illustrates it (below).

Exhibit 1: Step of selection of the case studies



Several potential case studies were proposed in the States of Santa Catarina and Rio Grande do Sul. Why those two states were chosen? The State of Santa Catarina is known and recognized for its family type agriculture, its production of apple, colonial products and more over existing organizations working on IG projects. The State of Rio Grande do Sul is the first Brazilian State having one of its productions rewarded by a Geographical Indication. Reading the book of the Brazilian Service of Support to Small and Medium-sized companies - SEBRAE (2005) on the valorization of products having a differential of quality and identity or the thesis of Joana Dias (2005) on the institutional construction of the quality of the traditional products confirms this choice.

After reflection, we finally would select three study cases to analyse the social and institutional construction of the link with origin for food products in Brazil. This first selection was made according to their relevance to the subject and for their notoriety within the country. We also select according to other criteria such as the agriculture type, markets concerned, the progress report of the project, the organization, importance of the socio-economic stakes (see table 1 below). Were selected the Meridional Campaign Pampean Beef in Rio Grande do Sul, the Urussanga Wine and the colonial products from the Santa Catarina State (see exhibits 2 and 3 hereafter).

Perhaps, the study case of Parati cachaça will be enter in consideration according its relevance with family type agriculture which has a GI.

Table 1 : Study cases and selection

	<i>Carne do Pampa Gaúcho da Campanha Meridional</i>	<i>Vinho de Urussanga</i>	<i>Produtos coloniais</i>
Type of agriculture	Industrial	Industrial and family	Family

Type of product	RGI in 2006	IG (project ok RGI)	OP
Threat/Opportunity	Opportunities	Opportunities and threats	Threats
Tradition/reputation	Tradition/Pampa reputation	Tradition/local reputation	Tradition/local reputation
Historical depth	Introduction of cattle in Rio Grande do Sul State in 1634	Introduction of the grape by the Portuguese settlers at the XVth century	Introduction by settler
Organization	Good	Good	?
Social and economic stakes Preponderance	Economic stakes	Social and economic stakes	Social stakes
Commercial stake	External market	Local (national is to be studying) market	Local market (national?)
Public actors implication	Sebrae	Embrapa and Sebrae	UFRRJ

Exhibit 2 and 3 : Santa Catarina and Rio Grande do Sul States maps

Source : http://www.lexilogos.com/bresil_carte.htm

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II.2. Interview guidelines construction

This step permits to define which types of interviews would be carried out and to determine who would be met. The targets were potential private actors (producers, processors, tradesmen) or public and/or

institutional (services of agricultural, services of support to the micro companies and agriculture, services of technical aid, NGO).

The Interview guidelines were elaborated to be adaptable for several types of actors, producers as well as members of government, and this for each product. More, it had to be fast, in particular not to weary or burden interlocutors, and for as much not reducer. It was thus necessary to organize a concise interview, specific, fast and complete. The guidelines was elaborated according to the model developed by the associates of project DOLPHINS. The standard interview, according to the method adopted by DOLPHINS, is held in five times: (I) The collection of general information; (II) The definition of the Origin Labelled Product (OPL), their characteristics and their legal protection; (III) The link between the production and the strategy marketing employed; (IV) The link with the rural development; (V) The link with the consumer and the citizens. We adapted these guidelines for OP, OLP, GI and RGI

Concerning the link with rural development, let's see the question which interest us in the table below.

Table 2: Questions concerning the link with origin
Source : DOLPHINS Guidelines

3.1 Area of production :	3.1.1 Relevance of the product for the region (in terms of revenue, employment, land management, culture and local identity, etc.)
	3.1.2 To what extent product specificity comes from local natural resources?
	3.1.3 In which way product Code of practice or technical rules (if it exists) take into account theses relationships?
	3.1.4 Which are the links of the product with the local culture? (OP festivals, gastronomy, traditions, etc.)
	3.1.5 Which are the stakeholders in the OP others than firms involved in the supply chain (tourism associations, local and non local consumers associations, cultural associations, local and non local public institutions, research institutes, etc) ?
3.2 The effects of PDO-PGI ("institutionalisation") :	3.2.1 How do the definition of production area, techniques and characteristic of the final product in the Code of Practice affect the value of local resources in the supply chain and outside it (externalities)?
	3.2.2 Have small and/or artisan firms' difficulties in implementing PDO-PGI schemes? Which are the problems? (Lack of the resources and skills required, low flexibility in production schemes, hygienic problems, etc.).
3.3 Rural development tools :	3.3.1 Are OLP important for stimulating the demand of other local products (both food and non-food, or services) in the rural area ?
	3.3.2 Are there any tools for building networks between different local economic activities starting from the OP that can create diversification opportunities in rural areas (tourism, non-food craft products, environmental and recreational services...)? (for example: "product routes")
	3.3.3 Which are the actions of rural development based on the OLP product? Which is their legal base? (for example: EU LEADER initiative...)
	3.3.4 Which are the actors involved (public/private, Consortia...)?

	3.3.5 Problems and results of these OLP development actions
3.4 Evaluation :	3.4.1 Keeping in mind the case-studies, which are the most appropriate methodologies, criteria and parameters to use when evaluating the economic, social, cultural, environmental impact of OLPs on rural development processes ?
	3.4.2. Evaluate the link with the origin, the territory.

II.3. Sources of complementary information

The consultation of many written documents (meetings reports, general assemblies reports, management reports, projects, associations code of practice, legislative texts, university reports) were really important in the complementation and supplementation of the interviews already done. This literary research was an impossible step to avoid. On one hand it allowed to acquire scientific knowledge of researchers, data of sources reliable and on the other hand to specify the subject. On the basis of the development prospect for Geographical Indications, several research orientations appeared fundamental, relating at the same time to the upstream and the downstream of the products and productions, with Brazil and in the rest of the world. It appeared that few scientist publications of official source existed on GIs in Brazil.

Furthermore, documents on France, Europe, or the world in general do not miss. This is all the more true as it does not occur a year without holding a seminar or a conference which focuses the topic of quality. In Brazil also, during the study, were held two important seminars. The first one « *Implementação de indicações geográficas para os produtos agro-alimentares no Brasil* » (23-25 Mayo of 2006) took place in the State de Santa Catarina in Florianópolis. The second: The Brazilian Congress on the cachaça was organized between the 26 and July 28, 2006 in Belo Horizonte (Minas Gerais). Many contacts carried out during these events permitted to confirm that there is currently a Brazilian group of researchers (agronomists, economists, lawyers). They follow experiments on OP, OLP, GI, RGI steps and they are starting publishing their results. The agronomist students but also lawyers in Master, Doctorate or Post-doctorate are incited to work in this new field (Welge, 2003; Dias, 2005; Saionara, 2006; Locatelli, 2006).

II.4. Ground study and data systemization

The data obtained will be progressively systematized during the investigations into the ground, with an aim of not losing information, making a first synthesis of each experiment and seeing whether it missed essential data for the comprehension of the case study.

Already we could summarize, in seven points, the topics which will be approached during the interviews:

- (I) Characterization of the actors implied in the steps: description and localization of the actors, position, implication and role, motivation in the step development of differentiation of their product, numbers of implied people and organizational forms, evolutions according to time.
- (II) Characterization of product and innovations developed: historical construction, typicity, innovations, progressive evolution of the product (imposed or wished), competing strategy, acquisition of new competences, work capacitation, confrontation tradition/modernism, specificity of the product compared to its competitors, relation with the environment and the soil, representation on the concept of "terroir" or "link with origin" of the person interviewed.
- (III) Evaluation of the institutional context and of norms: census of the laws and decrees, type of protection used, structure and schedule of conditions, use of marks, existence of control (which, how), perception and comprehension of the developed or existing instruments, knowledge of the legal tools by the actors.

- (IV) Conditions of emergence of the Indications Geographical, of their request or their simple study: how and why these initiatives appeared? Who is (were) in the initiator? Are there a step of the producers themselves or local institutions? Are there leaders? Which is/was (then) its economic context? Do the IG have a relationship with the maintenance, the support or the development of "social tissu" of the area? Which are/were the market threats and opportunities (legitimacy)?
- (V) Characterization of the market: description of forms, circuits of commercialization, target markets, prices, motivations of the commercialization actors in the GI development, number of people implied (evolution in the time), their organization (evolution), type of promotion, of information divulgation, of consumers.
- (VI) Results evaluation: numbers and standard implied, logical of adhesion and initiative from farmers, formal and abstract organization, added value, volume of sales, benefit and distribution of the benefit along the supply chain, influences of steps on the actors economic and social conditions, potential impacts of the steps on the local development, collective construction of one localized production.
- (VII) Perennity evaluation of the steps: implementation of mechanisms for quality control, independence and level of effectiveness of these controls (credibility), competitiveness, degree of confidence enter the actors of the various networks, training logics, development of customer loyalty, reproducibility and durability.

III. Results (existing and/or expected)

III.1. Existing results

III.1.1. The third Brazilian GI

Geographical denomination:

Campaign Meridional Pampean Beef (*Carne do Pampa Gaúcho da Campanha Meridional*)

IG :

The process occurred very fastly for this product. First, the producers gave their petition to the INPI in May 2006 (the association have been created in August 2005). The approval of the petition happened in September 2006 and the official recognition and the deliverance of the GI official stamp in December 2006.

Actors :

There were 15 producers in 2005. Today there are 36 (2007). There is also the slaughterhouse "frigorífico Mercusul Ltda" and a sailer without counting institutional and technical support (Sebrae, University, etc.).

Type of product and code of practice:

To obtain the GI, various criteria have to be respected.

First, producers can only breed two races, Angus and Hereford and the resulting cross breed (see exhibit 4 below). These breeds have a good capacity producing high quality beef with grass fattening. Animals must be feed the last year before the slaughter only on natural meadow of the delimited area. Moreover, all GI products have to be traceable. The Code of practice defined the age of slaughter (before 42 month-old), the fat thickness (at least 3 mm), the conformation (concave) and the minimum weight (220 kg). The characteristics of the beef after slaughter are pink red colour with white fat (animals up to 24 months), fine texture (I) or pink red colour with fat of creamy coloration and fine texture (animals of 24 the 42 months) with moderate marbling (II).

Exhibit 4 : Photographies of the Hereford, Angus breeds and cross.
Source : APROPAMPA Association

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Localization and delimitation of the production area : Various Brazilian States are recognized for their beef production : Mato Grosso do Sul, Mato Grosso, Minas Gerais, Goiás, Rio Grande do Sul, This is in the South of the Rio Grande do Sul State (see exhibit 5 below) that cows producers part of the APROPAMPA association developed an GI (*Indicação de Procedência*).

The **Pampas** (from Quechua, meaning "plain") are the fertile South American lowlands that include the Argentine provinces of Buenos Aires, La Pampa, Santa Fe, and Córdoba, most of Uruguay, and the southernmost end of Brazil, Rio Grande do Sul, covering more than 750,000 km². These vast plains are only interrupted by the low Ventania mountain range near Bahía Blanca (Argentina), with 1,300 m height. The climate is mild, with precipitation of 600 to 1,200 mm, more or less evenly distributed through the year, making the soils appropriate for agriculture.

Frequent fires ensure that only small plants such as grasses flourish and trees are exceptional. The dominant vegetation types are grassy prairie and grass steppe in which numerous species of the grass genus *Stipa* are particularly conspicuous. "Pampas Grass" (*Cortaderia selloana*) is an iconic species of the Pampas. Vegetation typically includes perennial grasses and herbs. Different strata of grasses occur due to gradients of water availability. The Pampas are home to a wide variety of native species, although there is an almost absolute lack of native trees, except along main watercourses.

The World Wildlife Fund divides the Pampa into three distinct ecoregions. The Uruguayan savanna lies west of the Uruguay River, and includes all of Uruguay and the southern portion of Brazil's state of Rio Grande do Sul. The Humid Pampas includes western Buenos Aires Province, and southern Entre Rios Province. The Semi-arid Pampas includes eastern Buenos Aires Province and adjacent portions of Santa Fe, Cordoba, and La Pampa provinces. The Pampas are bounded by the drier Argentine espinal grasslands, which form a semi-circle around the north, east, and south of the Humid Pampas.

The GI production area (see exhibit 5 below), 1'293'500 ha., includes, entirely or partly, 13 counties¹. It is made up of 8 types of grounds different with specific plants yet identified and characterized.

Exhibit 5: Localization of Rio Grande do Sul State and GI delimited area

Source : Code of practice of the GI *Carne do Pampa Gaúcho da Campanha Meridional*,

<http://www.carnedopampagaucho.com.br/campanhameridional.php>

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¹ *Herval, Pinheiro Machado, Pedras Altas, Candiota, Hulha Negra, Bagé, Aceguá, Dom Pedrito, Santana do Livramento, Lavras do Sul, São Gabriel, Santa Maria and Rosario do Sul*

History and fame: Cattle appeared in the South of Brazil, in that region known today as « *Pampa Gaúcho da Campanha Meridional* », 400 years ago, in 1634 with the Jesuit father Cristovão de Mendoza who went to Brazil with about 1000 animals. After several centuries of breeding of “common cows” local Brazilian people, influenced by Argentina and Uruguay, introduced British cattle (Angus and Hereford) at the beginning of the XXth century.

III.2. Expected results

I will see...

IV. Discussion

The validity and the construction of the link with the origin interest us. We want too to understand what are the relations between “link with origin” and local development. What impacts on local development has a product which proves that it has a strong link with its territory?

IV.1. The link with origin of « Carne do Pampa Gaúcho da Campanha Meridional »

IV.1.1. An historic reconstruction and a well-done delimitation ...

According to the APROPAMPA producers, the regional tradition favoured Hereford and Angus breeds or, at least, cattle breed. One of the first decisions of the producers was to maintain the exclusivity of the two breeds thinking of the interaction between breed and alimentation. This would permit to demonstrate that the product is being differentiated with the local feeding natural meadows (with specific vegetation).

IV.1.2. ... which are however discussed.

A Code of practice rigorous

The study of the link with origin construction within the association shows lots of good arguments. There is a good agronomic potential in the region, the breed practices, the human being influence and its know-how are identity resources.

Nevertheless, two points are very depreciative in terms of Code of practice rigor and regional family type producers.

In a first time, the beef actors organized such a project with having as aim a DO. So the criteria fixed are difficult to reach. This is the case for the own producers of the association. So what can be expected for the family type producers who work in the same area?

Indeed, Meridional Campaign family type breeders do not genetic selection nor work with British cattle. That is why the choice of these breeds can be strange. Does this choice avoid producers to entry in the association voluntarily? Besides, this criteria seems to be a constraint for the APROPAMPA associated also. Today, it is difficult to find this type of animal and they slaughter around 50 animals per week which is very far of their objectives.

Perhaps that this GI file was the better than the INPI received but if it is done to protect a product which do not exist or a product processed by a minority of producers, it isn't worth it.

The Pampean fame utilization

The pampean beef is a well-known product in Brazil. Its reputation is local, regional, national but also international.

The Pampa biome is Argentinean, Uruguayan and Brazilian. It seems that the Argentinean beef was the first to be recognized for its quality. This is probably why they tried to avoid the Brazilian GI

recognition (out the contestation time). Can this GI be considered like a misuses or an usurpation? Does really exist a quality differential between this three countries beef production? Knowing It could raised an issue, the Brazilian producers names their product “Meridional Campaign pampean beef” to make o difference with a beef of an other part of the Pampa.

IV.2. The link with origin for Brazilian agrofood products

The SWOT Analyse below (see table 3) presents the strengths, weaknesses, opportunities and threats we can notice studying Brazilian agrofood products linked with origin. This analysis shows underline and summarize the duality family type and industrial type which we met all the time studying the link with origin.

Table 3 : SWOT Analysis, Brazilian OP cases

Source : VITROLLES D., MAFRA L., CERDAN C., 2006. Enjeux et perspectives de développement des Indications Géographiques au Brésil, une analyse à partir de deux produits de l'Etat de Minas Gerais. In « 3^{ème} colloque international du réseau SYAL », Baeza, Espagne 18-21 octobre 2006, 29p. Consultable sur : <http://www.gis-syal.agropolis.fr/ALTER06/pdf/actes/c49.pdf> ; VITROLLES D., 2006 Construction sociale des Indications Géographiques au Brésil., *Mémoire de fin d'études* (UFSC, Florianópolis, Brésil ; ISARA, Lyon, France), 111 p.

Strengths	Weaknesses
<ul style="list-style-type: none"> - 4 GIs into the market - Production with historical weight (at the Brazil scale) - Delimitation bases on homogeneous agro ecological conditions - Actors' implication - Influence on local culture and tourism development - High technology, traceability - Products reputation augmentation - Highly number of OP 	<ul style="list-style-type: none"> - Specificity and specificity or higher quality ? - Usurpation of reputation - Bad communication and promotion by supply chain actors - Projects often piloted by Institutions - Exclusion of producers who don't have financial or technologic means.
Opportunities	Threats
<ul style="list-style-type: none"> - International (European) demand of specialized products - Higher quality products looked for by Brazilian higher economic class 	<ul style="list-style-type: none"> - Increase of the Brazilian agriculture duality (family type against industrial type) - No distinction between control and management structures - Risk of hegemonic appropriation by industrial type farmers - Risk of governmental appropriation of the “link with the origin”, OP, OLP, PGI/PDO to develop many projects so as to compete in European markets

V. Conclusion

It has much work to be done yet. I haven't started my doctorate thesis yet and we have to define the products which will be study. The two reports we will have to begin this research thesis (MFE and SINERGi study case) will already permit to win time and efficacy knowing what could be improved at the methodology level for instance. Choose products-aim, find financial recourses, do an agreement with Santa Catarina Federal University (Claire Cerdan) and certainly with Rio de Janeiro federal University (John Wilkinson) is the next phase.

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