

Geographical Indications as a tool for development

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I. INTRODUCTION

A global trend...towards origin products

- Globalization of agro-food industrial production
 - homogenized, standardized food products
- Consumers show an increased interest in local, traditional, ecofriendly and reputed origin food products: ready to pay a premium

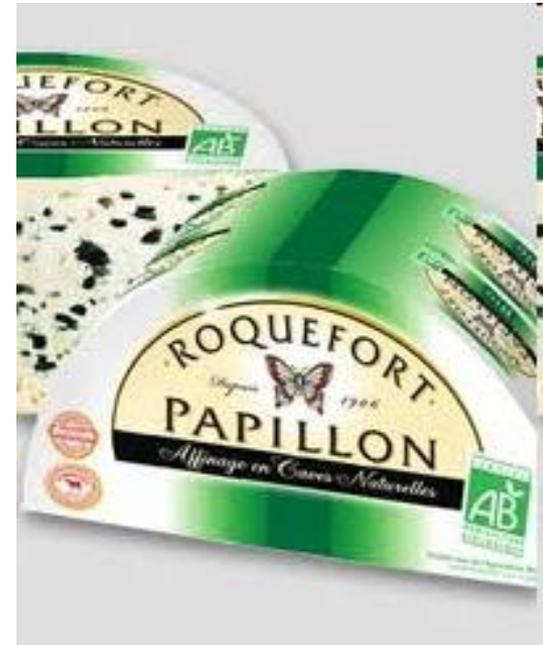
Origin products exist for long time

- Reputed origin products existed for a long time : Since Antiquity, foodstuff, agricultural goods, handicraft –wines, marble, bronze, silk, incense were highly reputed thanks to their place of origin
- Products designated with the name of the place of origin
- Which then becomes protected as an appellation of origin or geographical indication

In France : CHAMPAGNE



In France: ROQUEFORT



In Italy: Parmigiano Reggiano (Parmesan)



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