



Market Access for Origin-linked Products & Geographical Indications

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AN INTEGRATED APPROACH

UNIDO'S INTEGRATED APPROACH



GOVERNANCE



COMPETITIVENESS



QUALITY & ORIGIN



NETWORKS



MARKETING



DIVERSIFICATION



LINKAGES



An Integrated Approach for the Valorisation of Origin-linked Products

Consumers are increasingly interested in traditional products that are deeply rooted in their territory of origin. This trend is a major opportunity for producers, especially small-scale and rural producers in the agri-food and creative industries sectors, as they need not compete with the prices of generic and standardized products. On the contrary, this trend rewards them for excelling in what, in a way, they have always done: producing traditional products, whose specific quality, attributes or reputation are linked to ancestral know-how and the place where they are produced.

What are origin-linked products?

Origin-linked products can be defined as local products based on a territorial identity and reputation, and/or products based on specific modes of production and whose quality, reputation or any other characteristics are attributable essentially to their geographical origin. Examples include Italy's famous Parmigiano-Reggiano cheese, Argan oil from Morocco and Chulucana pottery from Peru.

In the market place, these origin-linked products can secure price premiums, provided they are clearly differentiated and identifiable to consumers. Geographical Indications (GIs), quality labels and origin consortia are tools that can help producers to access the added value of origin-linked products.

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction,

inclusive globalization and environmental sustainability. We have over two decades of experience implementing technical assistance projects in value chain development: fostering business linkages, improving quality compliance, enhancing productivity and promoting market access.

Since 2010, we have been drawing on our experiences in more than 20 countries including Ecuador, Côte d'Ivoire, Montenegro, Morocco, Peru and Tunisia to develop tools and methodologies for preserving and promoting origin-linked products. Our integrated approach ensures that local communities can maximize the potential of origin-linked products and that benefits are fairly distributed along the value chain. With the support of our donors, and working in close partnership with our national counterparts, we can demonstrate the positive impact that origin-linked products have towards achieving sustainable and inclusive development. Not only through improved income opportunities, but also through the empowerment of women, job creation and the preservation of local resources and cultural heritage.

What is an Origin Consortium?

Origin Consortia can be defined as formal voluntary alliances of individual producers, companies or cooperatives that are involved in the production of the same traditional agro-food or artisan products. The main objectives of the origin consortium are to define and support members in respecting product technical specifications and to increase the reputation of the typical product on local and international markets.



GOVERNANCE

Strengthening the capacity of public and private actors. Bringing together key actors in the value chain to develop a shared vision and joint action plan.



Better mobilization and engagement of stakeholders in order to achieve collective efficiency.



Protecting and promoting Harissa, Tunisia's flagship product, with a quality label

The production of harissa in Tunisia dates back to the seventeenth century. Today the spicy chilli paste provides employment to an estimated 25,000 Tunisian people and has become the second most important export product of the canned food sector, both in terms of value and quantity. To protect harissa from foreign imitations, which call their hot sauces “harissa” despite having little in common with the original Tunisian recipe, the Tunisian Ministry of Industry established the “Food Quality Label (FQL) Tunisia.”

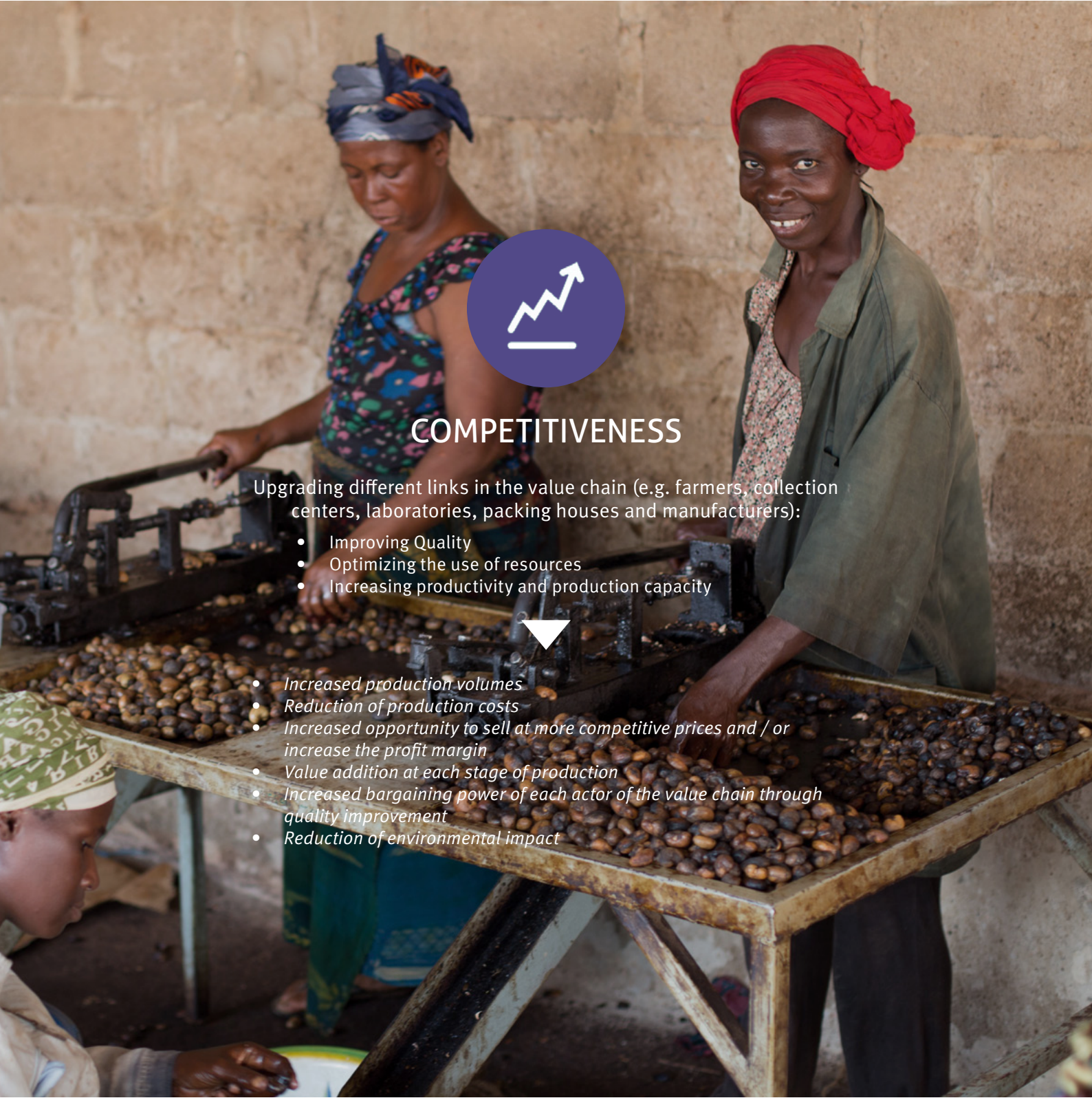
In 2013, UNIDO launched the “Project for Market Access of Typical Food Products” (French acronym PAMPAT), which is financed by the Swiss State Secretariat of Economic Affairs (SECO). Since its launch, the project has assisted the Tunisian Ministry of Industry and the public-private Tunisian Group for Canned Food Products (GICA) to set-up the certification and control system of the voluntary labelling standard “Food Quality Label Tunisia”. UNIDO also established a taskforce, bringing the Ministry of Industry, GICA and the harissa companies together to develop a shared vision and joint action plan for the promotion of FQL harissa in international markets.

UNIDO is also providing technical assistance to harissa companies to set-up the required traceability system along the supply chain and to comply with the food quality label's product specifications. Seven companies, accounting for more than one third of total industrial harissa production in Tunisia, are now producing certified harissa. The export competitiveness of the certified companies has also improved thanks to ongoing support to position the new label in international markets through a collective marketing approach and participation in several international trade fairs and events.

Farmers are also benefiting from the higher prices the harissa companies can charge for their certified products. Over 70 chilli pepper farmers and collection centres have been directly supported by UNIDO and GICA to comply with the quality and traceability requirements of the food quality label. In 2016, farmers producing chillies for the labelled harissa received 17% higher prices.



Besides UNIDO's targeted support around the “Food Quality Label Tunisia”, within the harissa value chain, the PAMPAT project has also assisted a cooperative of 164 rural women (the only female cooperative in Tunisia) to become operational. Currently, UNIDO is supporting the cooperative in gaining access to niche markets by producing high-quality traditional harissa made of sun-dried chilli peppers according to an ancestral recipe. While in 2014 the cooperative's members were producing harissa at home for family consumption, today they have professionalized production and have started exporting to the Swiss market under the cooperative's registered trademark “ERRIM”.



COMPETITIVENESS

Upgrading different links in the value chain (e.g. farmers, collection centers, laboratories, packing houses and manufacturers):

- Improving Quality
- Optimizing the use of resources
- Increasing productivity and production capacity



- *Increased production volumes*
- *Reduction of production costs*
- *Increased opportunity to sell at more competitive prices and / or increase the profit margin*
- *Value addition at each stage of production*
- *Increased bargaining power of each actor of the value chain through quality improvement*
- *Reduction of environmental impact*



Strengthening the competitiveness of SMEs in Côte d'Ivoire

Funded by the European Union, between 2010 and 2015, UNIDO implemented the project "Improvement of the Competitiveness and Market Access of Ivorian Enterprises in the textile garment, cassava-cereals and cashew sectors (French Acronym PACIR)" in Côte d'Ivoire.

In order to increase the capacity of the firms to access new markets and compete internationally, UNIDO created 7 consortia that helped stimulate knowledge-sharing and reduce the costs and the risks of accessing new markets. It also provided the consortia members with technical trainings and assistance to strengthen their overall competitiveness. Activities included supporting consortia member firms to reorganize human resources, rearranging the layout of equipment, improving storage management and production processes, as well as providing business planning for access to credit. As a result consortia member firms have increased their efficiency, recruited new skilled employees and are already beginning to export to West Africa, Egypt, France and the USA.

UNIDO elaborated 246 standards for the SMEs in the three priority value chains in collaboration with the national body for standardization and certification in Côte d'Ivoire and supported 3 laboratories in preparing to obtain international accreditation for specific tests. It also undertook a study to assess the potential for protecting Attiéké, a traditional Ivorian product made from cassava, with a Geographical Indication.

Throughout the project UNIDO conducted a total of 43 training courses for over 1,300 beneficiaries, representing firms, laboratories, institutions and business development service providers. These efforts helped the country to strengthen its capacity for competing in international markets.





QUALITY & ORIGIN

Ensuring compliance with quality, safety and origin labels.
Promoting labels among different actors in the value chain, as well as buyers and consumers.



- *Improved traceability and food safety*
- *Penetration of high-end markets and improved livelihoods of value chain actors*
- *Reduced exposure of the value chain to price changes in mass markets*
- *Informal sector reduced*

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https://www.yunbaogao.cn/report/index/report?reportId=5_23191

