



Brands

Building Origin Product Value through Branding

**Worldwide Symposium on Geographical Indications
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Choose my
product

The marketer
dream



Buy it Again



Again



Again

=

LOYALTY

Loyalty is about relationships

Client and consumer Benefits in Marketing

- Emotional Benefits
- Experience
- Sustainability
- Rational Benefits

The benefits of loyalty in personal Relations

- Trust
- Commitment, Support
- Alignment of Values, Integrity





Emotions open the
door for consideration

Experiences provide positive narrative



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Austin Curtis en Unsplash

Getting Serious about GI sustainability

Communication

The Geographical Indication Pathway to Sustainability: A Framework to Assess and Monitor the Contributions of Geographical Indications to Sustainability through a Participatory Process

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Abstract: Geographical Indications (GIs) are widely considered as tools to contribute to sustainability (The Food and Agriculture Organization of the United Nations—FAO, 2009; 2017), if established and well managed. While the literature may not always agree on the positive effects of GIs in all sustainability dimensions (e.g., economic, social, and environmental), there is evidence that engaging GI producers in a sustainability strategy can maximize their contribution to different components of sustainable development. FAO and oriGIn developed the sustainability strategy for GI (SSGI) to support GI producers and their associations so that they could engage in a place-based and participative approach in order to generate concrete progress and results. This paper presents original research for building both a framework and database for the selection and use of relevant sustainability indicators for GIs. A number of SSGI principles have guided the work throughout an iterative process for reviewing, selecting, and improving relevant indicators, while the Sustainability Assessment of Food and Agriculture (SAFA) has provided the structure to align with the Sustainable Development Goals (SDGs) and other widely used and recognized sustainability frameworks. As a result of this work, a database of 372 robust sustainability indicators that are relevant to GIs have been characterized to facilitate their use by practitioners. The discussion highlights the importance of the place-based approach, and the participative, inclusive process that represents the key to empowerment and the ability to develop alliances. It also focuses on action, and the need to strengthen both internal and external communication.



Food and Agriculture
Organization of the
United Nations

oriGIn

The best source for Rational Consumer Benefits are the GI Product Specifications



Accueil > Espace professionnel et outils > Rechercher un produit

Entrer dans une démarche sous SIQO

Produire sous SIQO : droits et obligations

Les procédures d'instruction pas à pas

AOP/AOC - IGP - IG
Label rouge
STG

Les organismes de défense et de gestion

Suivi des démarches

Procédures nationales d'opposition en cours
Projets d'aires géographiques ou parcellaires
Procédures européennes d'opposition
Avis des instances

Fiche produit

Présentation

- Produit : Roquefort
- Mise à jour : 21 juillet 2022
- Statut FR : AOC - Appellation d'origine contrôlée
- Statut CE : AOP - Appellation d'origine protégée
- Mots-clés : Fromages - Pâte persillée -
- Appellation : Roquefort
- Dénomination : Roquefort

Description

Le Roquefort est un fromage au lait de brebis, à pâte persillée. La pâte est de couleur blanche à ivoire persillée de bleu de façon régulière.
Extrait sec : 55 % minimum,
Gras / Sec : 52 % minimum.

Historique

Une origine encore mystérieuse.

Designación de calidad.

Una designación única y máxima.

Jamones y paletas DOP Jabugo

son los que han alcanzado una armonía en el conjunto de sus cualidades organolépticas destacando su riqueza aromática consecuencia de las siguientes características:

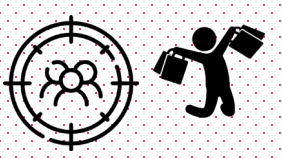
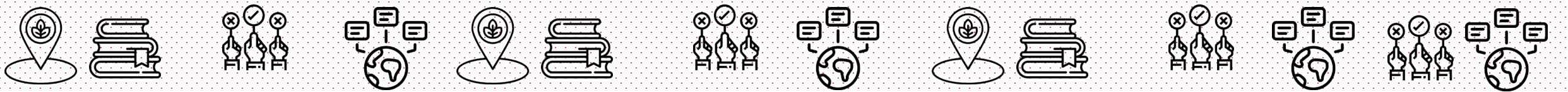
- + Pureza racial.
- + Alimentación durante el engorde exclusivamente con **bellotas y pastos naturales en libertad en la dehesa.**
- + Curación muy lenta en las **singulares condiciones microclimáticas.**



Elaboración.

Un proceso sofisticado y paciente.

La primera persona que interviene es **el ganadero que compagina su actividad con el cuidado de la dehesa.**



O B P

ORIGIN BRANDING PROCESS

By 

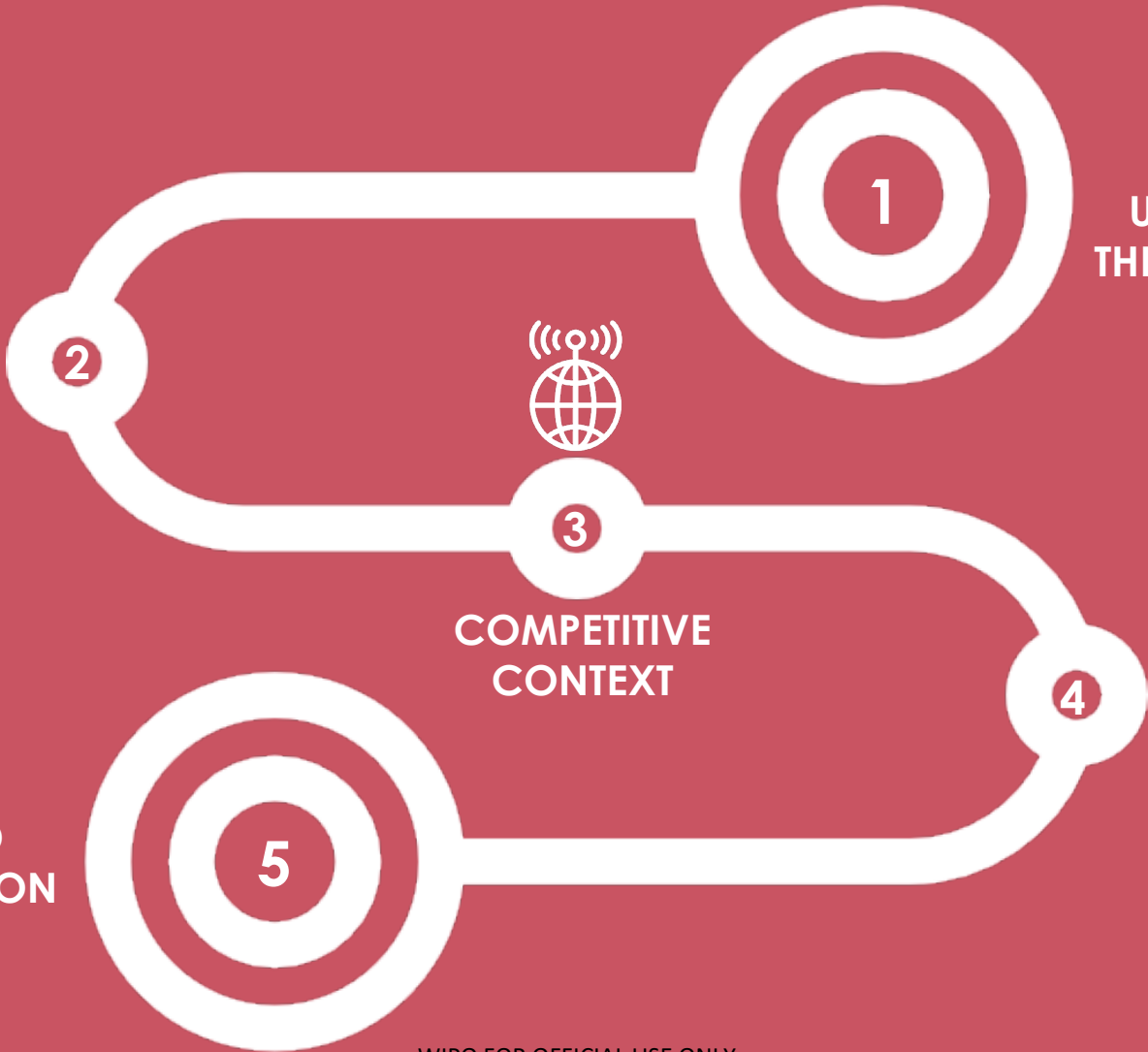




Origin Product Branding pathway


UNDERSTANDING
THE CONSUMER /
CLIENT


BRAND
ACTIVATION




UNDERSTANDING
THE ORIGIN AND THE
PRODPCT


COMPETITIVE
CONTEXT

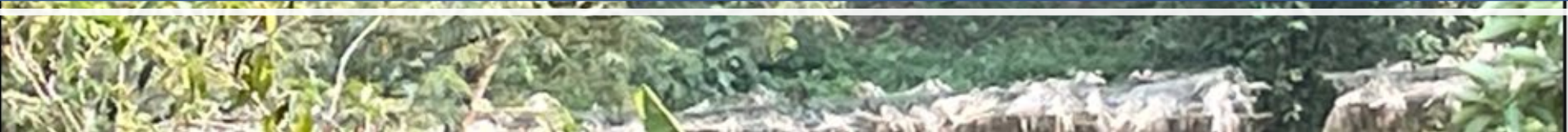
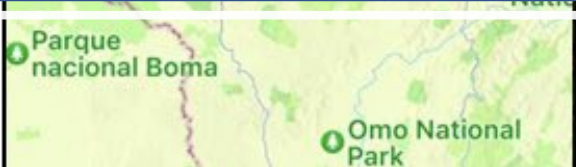

BRANDING
DEFINITION
AND
REASONS TO
BELIEVE

The relationship between climate and taste of Azapa olives (Chile)





Genetic diversity and the Taste of different Ethiopian coffees





Julia Pachamayo

Para mí, el cacao es un regalo de la Pachamama. Siempre he estado en contacto con ella, en cada paso que doy, en cada palabra que digo. Es una energía que me sostiene y me da fuerza. Yo soy una mujer que trabaja con el cacao y quiero que todos los niños y niñas conozcan su valor y su importancia. Quiero que aprendan a respetarlo y a cuidarlo, porque es un regalo que nos da la vida.

”



Américo Salcedo

“Me gusta la ancestralidad. En Kemito eso hace parte de nuestra vida. Hemos vivido un cambio radical para nuestra familia y la comunidad. Tanto en la época de los profetas y en la época de los cultivos. Antes hacíamos todo por intuición pero ahora aprendimos otras maneras de hacer las cosas. Nuestro trabajo con el cacao nos ha enseñado muchas cosas. Hemos aprendido a valorar la calidad y a ser más orgánicos.”

”



Carlos Quispe

“Fui el primero de mi familia en unirme a Kemito. A veces se burlan que soy un niño, pero yo sé que también lo soy. Yo también lo hice. Ahora todos trabajamos en el cacao. Antes lo vendíamos a los intermediarios y ganábamos muy poco, ellos se apropiaban. Con Kemito es diferente y así podemos tener algo para nosotros y comprar cosas que necesitamos.”

”



The *ashánica* indigenous community's customs and how they communicate life balance in Kemito cocoa (Perú)



The relationship between cotton fiber length and strength in different Sudanese cotton growing regions

Colombian Coffee *and its diversity*



Characteristics



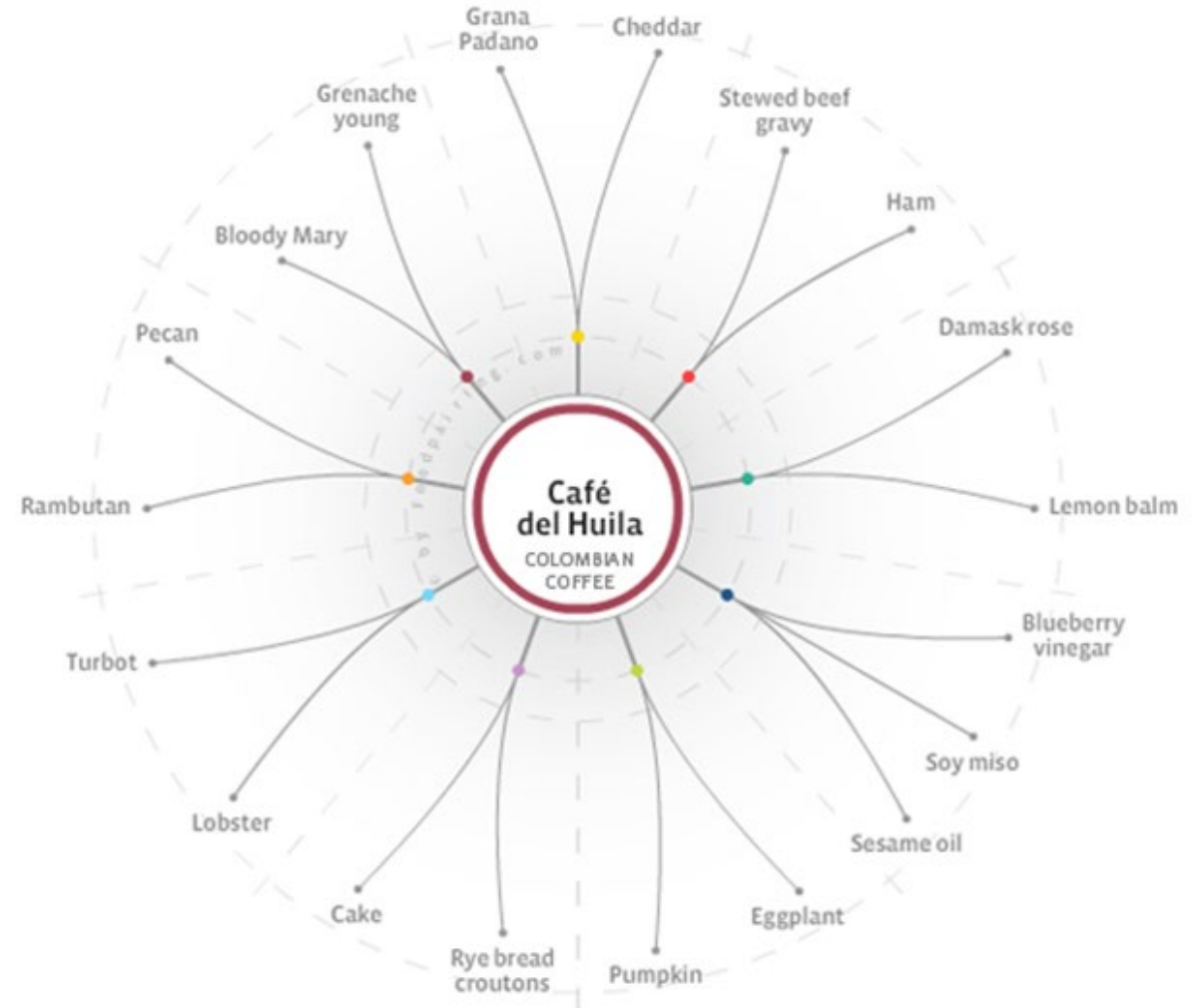
Fruity



Sweet



Food pairing with Colombian



In Sum.....

- GI recognition does not automatically create collective brand value
- Any branding exercise requires clear objectives, long term commitment and discipline
- Understanding (and communicating) the origin product and its consumer benefits is the key to loyalty



Origin Content is powerful

- Product's unique qualities relevant to people's lives
- Territory and Identity. It can generate emotional connection through authenticity
- Product knowledge can create conversations
- Sustainability benefits can be universal, not just local



Thank you!



Brands

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