

GIs: what do we know and what should we know? 19–20 June 2018

**ANU Centre for European Studies
Building 67C, 1 Liversidge Street, Canberra ACT 2601**

PROGRAM (updated 5 June)

	Theme	Presenters
Tuesday 19 June		
13:00	Registration and lunch	
14:00-15:00	Welcome and introduction – the policy context and critical issues – stakeholder perspectives	Annmarie Elijah
15:00 – 15:30	European Union experiences with GIs: market size and key GI names	Hazel Moir
15:30 – 15:45	Afternoon tea	
15:45 – 16:15	Willingness to pay a price premium: introduction	Áron Török
16:15 – 17:15	Responding to the Background paper	Ramona Teuber (by skype)
17:15 – 17:30	Key issues for tomorrow	Hazel Moir
18:30 – 22:30	Conference dinner / networking	
Wednesday 20 June		
9:00 – 10:30am	Willingness to pay a price premium (continued)	Áron Török
10:00- 10:30am	Morning tea	
10.30-12:30pm	GIs and producer prosperity: what is the evidence and what are the gaps	Discussion by participants
12:30-13.30pm	Lunch	
13:30-15:00pm	The impact of GIs on rural and regional prosperity	Discussion by participants
15:00 – 15:30	Afternoon tea	
15:30 – 16:30	Major policy implications from existing GI knowledge	Discussion by participants
16.30-17:00	GIs: summarising the gaps in knowledge	Hazel Moir; Áron Török; Filippo Arfini
17:00	Close	

Key issues for workshop on assessing GI evidence and its policy implications

This workshop is designed to create a stock-take of what is known about the impact of geographical indications and to identify what are the main gaps in knowledge. The identification of knowledge gaps will be prioritised in terms of policy-makers' needs.

The size of the GI market

A critical foundational question is the size of the market for GI-labelled products. Available evidence on the willingness to pay a premium for higher quality foods suggests that the GI market is small. It is not clear how the demand for GI foods relates to the demand for organic, fair trade or locally produced foods. In some cases these alternative attributes can conflict; in other cases they may be complementary. There are also some challenging methodological issues in assessing willingness to pay.

The GI food chain: distance to market

Available evidence suggests that most GI labelled foods do not travel very far. The large majority of GI food output is consumed locally, in many cases not travelling beyond the immediate region. This further limits the size of the potential GI market, suggesting that GI-labelling will not be the most appropriate instrument for enhancing producer and rural incomes in all circumstances. Further, if most GI-labelled foods only travel locally, then the extent of trade disputes over GI trade policy might be limited to a small number of specific products. Perhaps recognition of the differences between products that have global reach and those that remain local could improve the policy dialogue on GIs in trade treaties?

Is there an increase in net producer income from GI labelling?

Implicit in the EU's GI policy is a view that GI labelling assists in increasing net producer income. There are, however, questions as to the circumstances where this outcome is achieved and those where the increased costs do not offset any increase in income. The evidence appears scant.

What is the impact of GI labelling on rural and regional productivity?

Also implicit in EU GI labelling policy is a presumption that GI labelling will not only increase net producer income, but it will also deliver broader economic benefits to the rural areas in which these producers are located. Again much more needs to be known about the circumstances in which such outcomes can be achieved. One might also ask what is the relative importance of GI labelling in the suite of regional development policies.

Can GI labelling create positive impacts for relatively unknown products? (developing country issues)

The EU has persuaded a number of lower income countries that GI labelling will have a positive impact on raising producer and regional incomes for a broad range of products. Again there are a number of critical questions as to the circumstances where such positive outcomes can be achieved. And again there are important questions as to the priority that should be given to GI labelling compared to other strategies to raise income for producers of traditional products.

Thursday 21 June 9:00-13:00	Policy Forum – Understanding Geographical Indications: what is the evidence? dissemination of workshop results to broader policy community
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