

Andrea Marescotti

Professor of Agro-food economics at the Faculty of Economics, University of Florence (Italy). His research activity has been devoted to rural development analysis and policies, supply-chain analysis, alternative agro-food systems and short supply chains, food quality and geographical indications.

With regards to geographical indications, particular attention has been devoted to the analysis of the effects of the protection and regulation of geographical indications on economy, society, and environment, and on the study of costs and benefits for firms in using geographical indications for marketing purposes.

Main recent publications on the theme of Geographical indications are the following:

- Belletti G., Marescotti A. (2011), "Evaluating the effects of protecting Geographical Indications: scientific context and case studies", in: Swiss Federal Institute of Intellectual Property (Ed.), "The effects of protecting Geographical Indications. Ways and Means of their evaluation", Berne, Publication n.7 (07.11), pp.31-121
- Belletti G., Marescotti A. (2011), "Origin products, GI special protection schemes and rural development", in: Barham E., Sylvander B. (Eds.), "Labels of Origin for Food. Local Development, Global Recognition", CABI International, Cambridge (USA), pp.75-91 (ISBN-13: 978 1 84593 352 4)
- Arfini F., Belletti G., Marescotti A. (2010), "Prodotti tipici e denominazioni geografiche. Strumenti di tutela e valorizzazione", Gruppo 2013, Quaderni. Edizioni Tellus, Roma
- Vandecandelaere E., Arfini F., Belletti G., Marescotti A. (a cura di) (2009), "Linking people, places and products. A guide for promoting quality linked to geographical origin and sustainable geographical indications", FAO-SINERGI, Rome. ISBN 978-92-5-106374-3
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THE ROLE OF GEOGRAPHICAL INDICATIONS FOR RURAL DEVELOPMENT: SOME CONSIDERATIONS ON THE EXPERIENCE OF TUSCANY

Marescotti A.

Department of Economics, Faculty of Economics, University of Florence (Italy)

E-mail: andrea.marescotti@unifi.it

Abstract

It is often assumed that the protection of Geographical Indications (GIs), according to some national or international rules, is a means for achieving success in the marketplace and generating economic benefits for local producers and other economic, social, and environmental benefits for local communities and rural development.

However, little has been done to evaluate the many types of effects from the legal protection of GIs. Generally speaking, a GI legal framework is the result of laws, decrees, and administrative procedures aimed at allowing stakeholders to apply for the registration of a GI and obtain protection against illegitimate or incorrect use of the GI.

In Europe, a *sui generis* regulation has been provided since 1992 to protect GIs (now EC Reg.510/2006). Notwithstanding a wide number of recognized PDO and PGI, in EU (and all over the world) the analysis of the reasons why firms (and very often public institutions, too) apply to register and obtain protection, and then of the concrete use of these quality seals by firms shows a scattered and uneven picture. At the same time, European consumers seem not to be informed and conscious of the meaning PDO and PGI bear, even in countries where a longstanding tradition about traditional and typical food does exist.

This communication aims at presenting the potential economic, social, and environmental impact of PDO and PGI recognition and use, drawing from both international literature and on-field research experience in Italy and in other developing countries.

Besides, a classification of costs and benefits firms shall front when using a PDO or PGI, in order to highlight the reasons why firms may decide if and to what extent utilize this special means of protection. Information will be given on the results of research activity conducted on some PDO and PGI agro-food products of Tuscany.

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