

Market Access for Local Geographical Indications and Marketing GI Products: The Metro Example

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Abstract

This paper explores how the trend towards locality, transparency and geographically indicated products in the food industry reflects a shift towards conscious consumerism and how it transforms food marketing industry. There has been a paradigm shift in consumer preferences, with a growing emphasis on obtaining information about the quality, origin, and production methods of food. There is mounting pressure on food companies to provide information about their products. This paper explores the impact of Geographical Indications on marketing and rural development in world by examining local economies, traditional production methods, and the overall sustainability of the products in question. The outcomes of the study highlight the significant contribution of Geographical Indications in elevating agribusinesses, local economy, and agricultural sector's value.

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1. Introduction

Consumers are demanding more transparency and information about the food they purchase. They are becoming more conscious of the impact their food choices have on their health, the environment, and society. The alteration in how consumers behave can be linked to a multitude of reasons.

Classical consumer responses to marketing that move linearly and sequentially have now been developed by adding more specific variables that are believed to influence consumer attitudes through various responses (Hanekom, 2016). Initially, there is an increasing apprehension surrounding food safety and the potential health dangers connected to ingesting products that might include harmful additives, pesticides, or genetically modified organisms. Consumers are looking to guarantee that the food they ingest is secure and devoid of any potential risks. Secondly, the public is becoming more conscious of the ecological consequences of food manufacturing. They want to support

sustainable farming practices that minimize the use of chemicals, reduce greenhouse gas emissions, and protect biodiversity. By understanding the origins and production methods of their food, consumers can make more informed choices that align with the values and contribute to a more sustainable food system.

Diversity, the relationship between the protection of traditional cultural expressions and GIs has become two interesting aspects for discussion. GIs are expected to create a global market with local control over their brand, quality, and production methods (Kamperman Sanders, 2010). Furthermore, it is evident that consumers are placing a greater emphasis on the ethical aspects of their food consumption, reflecting a shift towards more conscientious and responsible consumer behavior. They want to support companies that treat their workers fairly, adhere to fair trade practices, and promote animal welfare. By seeking information about the sourcing locations and production techniques of their food, consumers

can ensure that they are supporting companies that align with their ethical values.

GIs can reduce the asymmetry of information between producer and consumer and thereby provide a public benefit by improving market transparency and reducing information costs (Josling 2006b & Sylvander and Allaire 2007).

In response to growing demand for transparency, food companies and retailers are increasingly providing comprehensive information about their products. This includes labelling that indicates the country of origin, certifications for organic and geographical indications or fair-trade practices, and detailed information about the production process. Some companies even go beyond legal requirements and provide additional information about their suppliers, farming practices, sustainability initiatives. The push for transparency in the food industry prompts companies to prioritize sustainability and ethical practices in their production methods, resulting in a food industry that is more environmentally and socially responsible. It reflects a growing awareness of the interconnectedness between our food choices and the well-being of the planet and society. The relentless pursuit of transparency within the culinary realm compels enterprises to place sustainability and ethical practices at the forefront of their production methodologies. The food industry has undergone a remarkable transformation, emerging as a bastion of environmental stewardship and social accountability. By demanding transparency and accountability from food companies, consumers are driving positive change in the industry and promoting a more sustainable and ethical food industry system. To meet consumer demand, numerous food companies are now investing in traceability systems. Through meticulous and documentation, they can ensure that each delectable morsel that reaches the hands of their esteemed clientele is not only delicious but also ethically sourced and produced. These systems allow consumers to trace the journey of their food from the farm to the table. Not only does this foster trust and loyalty, but it also enables companies to promptly identify and address any potential issues within their supply chains.

The topic of the country of region of foodstuffs and its impact on consumer perception has gained significant traction in marketing literature. Researchers have increasingly focused on understanding how consumers perceive products that come from specific regions. The application of hedonic pricing in the evaluation of agrifood products allows for a more nuanced understanding of how distinct characteristics, such as taste, freshness, and origin, influence consumer perceptions and willingness to pay. This method helps to uncover the underlying factors that drive consumer behavior in the agricultural and food industries.

In a world where authenticity is a rare gem, GIS shine brightly as symbols of purity, guiding consumers towards a realm of unparalleled sophistication. With every word penned, this paper unveils a tapestry of wisdom that will shape the future of our agricultural landscape. The implications of this research are far reaching and can guide policymakers in implementing effective Geographical Indications strategies

that address the challenges. These invaluable insights are poised to revolutionize the realm of rural development, elevating the livelihoods of diligent farmers, fostering the growth of sustainable agri-food supply chains, cooperatives, and Agricultural Markets. The realms of Industrial Policy, General Regional economics, and marketing are intertwined within the fabric of this research, offering a comprehensive view of the multifaceted challenges and opportunities present in the agricultural sector.

2. The Institutional Landscape

Distinctive signs indicating geographical origin are the earliest type of trademarks, with evidence in preindustrial periods for a variety of products like minerals, simple manufactured goods, and agricultural products (Schechter, 1925) Distinctive signs continue to evolve with advancements and changes in consumer behavior, but their fundamental purpose remains the same: to identify and differentiate products in the marketplace.

Geographical Indication protection is intricately tied to both global regulations such as WTO (World Trade Organization), WIPO (World Intellectual Property Organization), EU (European Union). Agreements serves as a guiding framework for understanding the importance of GI (Geographical Indication) protection on a worldwide scale. The responsibility for translating these principles into actionable policies falls upon the national governments of member countries.

In principle, both GI and trademark regimes can regulate the use and misuse of collectively used geographical signs in the marketplace. Both systems of protection can also be traced back to the primordial soup of late nineteenth-century unfair competition doctrine, where signs—including geographical signs—were protected against harmful uses, such as those which misled consumers (Gangjee, 2012; Higgins, 2018). The ethereal essence of reputation, a treasure beyond measure, found its sanctuary in the subtle measures taken to prevent any misconduct. Within the realm of individual traders, it was the esteemed reputation of these remarkable individuals, intertwined with their iconic trademark, which was vigilantly guarded. Yet, in the enchanting world of Geographical Indications, it was the collective reputation of the tantalizing GI foods that was bestowed with the highest level of safeguarding.

More specifically, when it came to rules prohibiting the false marking of geographical origin as an aspect of unfair competition, a number of different regimes were engaged. These included penal laws directed at fraud, civil actions in tort or delict, revenue legislation mandating truthful origin marking, embryonic unfair competition statutes, trade and merchandise mark statutes, customs regulations, and bespoke legislation for specific products, all of which intersected to regulate geographical signs with valuable reputations (Gangjee, 2011). Together, these diverse mechanisms converged to oversee Geographical Indications with esteemed reputations. The convergence of various legal instrument to

address the issue of false geographical marking demonstrates a concerted effort to maintain transparency and honesty in commercial practices. By collaborating with customs authorities, governments aimed to prevent the entry of falsely labelled goods into the market. The regulations put in place reflected the ambitious standards and values upheld by esteemed authorities. In a remarkable display of forward-thinking, Intellectual Property notion, spearheaded the movement to unite GI and trademarks recognising the undeniable parallels. By proposing their amalgamation, this progressive stance aims to create a seamless constructive collaboration, effectively merging the distinctive qualities of both categories into a singular, powerful force. Recognising the inherent functional equivalence between these two domains, this visionary approach seeks to consolidate their strengths, resulting in a harmonious fusion that amplifies their impact and significance.

Intellectual property (IP) is considered a highly relevant factor in the contemporary context, when the development of a country, region or specific location can be associated with creative and entrepreneurial ability of individuals and organizations (Shaver, 2010). Today, IP is closely tied to the growth and progress of nations, regions, and specific areas. In the fast-paced global economy, where ideas can be easily shared and replicated, the capacity to generate and protect intellectual assets has emerged as a crucial element in attaining prosperity and maintaining a competitive edge in today's business landscape. Without adequate protection, creators and innovators risk losing the fruits of their labor to unauthorized copying, counterfeiting, or infringement. This not only undermines their ability to profit from their creations but also discourages future innovation and investment. The ability to create, protect and monetize intellectual property is a key factor in driving. The complexities surrounding intellectual property rights in the context of developing nations necessitate a thorough examination to identify potential hurdles and devise effective solutions.

Despite recent formalization, geographical indications date back to the 4th century BC, since the act of asking for products by the names of the lands where they came from was usual among the ancient Mediterranean peoples (Greeks and Romans) because they learned that products coming from certain places had qualities (Faria, Oliveira, & Santos, 2012; Mendes & Antoniazzi, 2012). By recognizing the historical significance of this practice, we can appreciate how ancient civilizations paved the way for the formalization and recognition of geographical indications in today's global market. It is a testament to the enduring legacy of the Greeks and Romans, whose early understanding of the link between product quality and geographic location continues to influence consumer preferences and choices.

Both trademarks and geographical indications are identifiers and differentiators, but a trademark indicates business origin while GI geographical origin (Trentini, 2006). Trademarks and geographical indications play distinct roles in the marketplace. Both serve as an asset for businesses looking to differentiate their products and establish a strong presence

in the market. By utilizing these identifiers effectively, businesses can enhance consumer trust and loyalty, leading to increased sales and brand recognition.

GI is a field that intersects with local issues, so that the protection scheme cannot be separated from a country's policies. GIs aspects began to be protected in France and harmonized in the EU (Marie-Vivien, 2008). The diverse dimensions of geographical indications are intertwined with the legal and institutional frameworks that enable their protection. The legal and institutional structures surrounding geographical indications help to ensure fair competition, prevent misuse and misrepresentation, and support the livelihoods of producers in specific regions. The legal and institutional mechanisms in place help to maintain transparency and trust in the marketplace, ensuring that consumers can confidently purchase products with a genuine connection to their place of origin.

Since the birth of the Agreement on TRIPS, efforts to protect GIs have become increasingly important in the global economy (Davies, 1998). The significance of protecting Geographical Indications in the global economy has been on the rise ever since the inception of the Agreement on Trade-Related Aspects of Intellectual Property Rights. By upholding the principles outlined in the Agreement, countries can work together to create a fair and competitive global marketplace that respects the diversity and heritage of different regions.

The WTO Agreement on TRIPS as the first multilateral international agreement (although not the first international agreement) that provides the definition and protection of GIs as certain types of intellectual property (Kireeva & O'Connor, 2010a). Lively discussion emerged surrounding the subject of Geographical Indications, highlighting the significance of reaching a balanced consensus that considers the concerns of all parties involved such as WTO. The topic of geographical indications sparked an enthusiastic debate, emphasizing the importance of finding a harmonious middle ground that considers the interests of various stakeholders. At its core, two separate approaches to preserving them were fundamentally identified. The initial approach is centered around utilizing existing laws to safeguard intellectual property rights and prevent unfair competition practices. In this regard countries like the US contend that geographical indications receive sufficient protection within this legal framework. The second approach is recognizing the unique nature of geographical indications, the European Union emphasized the need for specialized legal measures to ensure their protection. The regulation of Geographical Indications has sparked intense debates and disagreements among nations, as each country seeks to protect its unique products and heritage while also promoting fair trade practices.

3. Economic and Marketing Reasoning Behind

At first, the register of geographical indications was a commercial practice, and it is still so (Barjolle et al., 2011; Sautier et al., 2011), however, although they have not been designed for rural development purposes or preservation the cultural and natural heritage, they can become instruments also for this purpose (Sautier et al., 2011). This highlights the versatility and adaptability of geographical indications in addressing a wider range of objectives beyond their initial commercial function. The register of geographical indications has a rich history as a commercial tool, but its potential extends far beyond the realm of commerce.

GI regimes and the regional specialities they protect reflect the continuing significance of place and the local. They have the potential to operate as multifunctional instruments, reproducing place and sustaining local identities while simultaneously offering opportunities to participate in global markets (Coombe & Aylwin, 2011). GI regimes help in fostering a sense of pride and belonging among local communities, as they see their traditions and products being valued and celebrated on a larger scale. The intersection of GI regimes and regional specialities highlights the delicate balance between preserving local traditions and embracing global opportunities.

A GI is a market-based tool and a governance mechanism which aims to benefit not only producers, but also consumers and local, particularly rural communities (Jena and Grote, 2010; Jena et al., 2015; Mengistie and Blakeney, 2016; Chabrol et al., 2017). By prioritizing the well-being of stakeholders, from producers to consumers to local communities, a Guaranteed Income paves the way for a brighter and more sustainable future for all.

GIs as a market access tool have sought to encourage the variety and diversity of production. They allow producers to market differentiated products with specific characteristics that are clearly identifiable. In the context of globalized markets, consumers are increasingly looking for unique quality products with a specific origin, a demand that GIs feed into (Bramley and Kirsten, 2007; Bramley et al., 2009; Teuber, 2011).

The registration of geographical indications requires a financial commitment from the community. This investment underscores the importance of selecting a strategy that not only ensures sustainability but also guarantees profitability for all participants involved. It is crucial to strike a balance between economic viability and cultural preservation. By doing so, communities can reap the benefits of their cultural heritage while also securing economic gains. This approach ensures that the chosen strategy is not only economically viable but also respects and promotes the cultural identity of the local community. GIs is no different from well-known brands, which are always sought after by consumers because of their quality, even though the price is expensive (Simatupang, 2023). Geographical Indications have far-reaching implications beyond mere commercial promotion. They facilitate the expansion of export opportunities, enabling

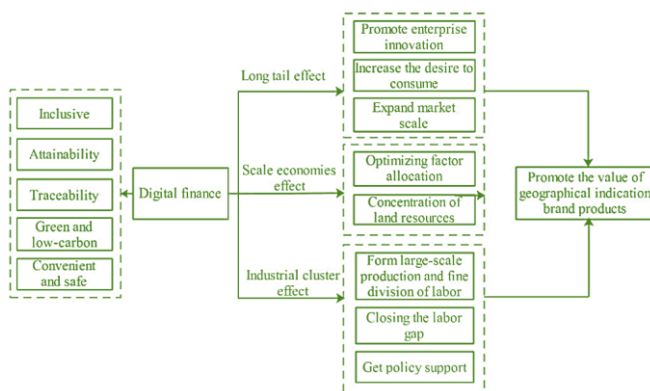
products to reach a wider global audience. The allure of geographical indications lies in their ability to transform ordinary products into extraordinary ones, captivating the tastes of consumers worldwide. This transformative effect elevates products to a level of sophistication and desirability that transcends mere commercial value. By promoting these products through geographical indications, their stories are shared with the world, captivating hearts, and minds. Establishing a robust and inclusive policy framework is essential for the sustainable development of GI products, as it can help bridge the gap between local producers and global markets. By harmonizing processes at the territorial level, GI become a powerful catalyst for change, breathing life into the concept seventeen sustainable development goals.

Geographical Indications contribute to environmental sustainability by promoting biodiversity, preserving landscapes, and ensuring sustainable land use practices. By recognizing and protecting the unique characteristic of a region, these production systems help in maintaining the ecological balance and conserving natural resources for future generations. The implementation of geographical indications can have a positive impact on rural development by addressing economic, social, and environmental sustainability concerns. This economic sustainability is complemented by the social sustainability they bring forth, promoting a sense of unity among local actors and empowering them through inclusion and other means. The resplendence of their economic sustainability is exquisitely complemented by the magnanimity of their social sustainability, weaving together a tapestry of unity that envelops the local actors in a harmonious embrace. This integrated approach to sustainability not only benefits the current generation, but also creates a durable foundation for a prosperous and interconnected future. GIs incorporate the symbolic capital and its potential to evoke deep feelings in consumers such as identity, heritage, pride, belonging, dreams (Tregear & Giraud, 2011). This ability to evoke such deep feelings underscores the significance of GI products in influencing consumer behavior and shaping societal norms. The recognition of GI requires more than just encouraging individuals to take the lead, it necessitates a comprehensive understanding of long-term development and the importance of sustained efforts. This approach ensures that the actors involved remain engaged and motivated, minimizing the risk of frustration and disappointment. However, while protagonism is important, it is equally crucial to cultivate an understanding of long-term growth and rewards. Through a harmonious blend of leadership, foresight, and collective effort, the transformative power of GI can be harnessed to shape consumer behavior positively and uphold societal norms for generations to come. This means helping individuals see the bigger picture, beyond the immediate results or gratification that may come from their actions.

The social dimension of the “food environment” deals with the rules, knowledge, and culture of economic agents, which, in turn, impact both production and consumption patterns (Turner et al., 2018; Baker et al., 2018; Swinburn et al., 2013). Merely obtaining a GI registration does not automatically

ensure overall progress, as there needs to be harmonious alignment of positive factors among all stakeholders involved, including the government. Without this synergy, a GI runs the risk of being used as a tool for creating divisions and disparities within the value chain. Through a collective commitment a fostering social skills and inclusivity, GIs can truly serve as an instrument of positive change and shared prosperity within the community. Through their tireless endeavours, GI pave the way for a society that flourished on the principles of compassion, respect, and collaboration, leading to a shared prosperity that uplifts every member of the community. The state plays a pivotal role in recognizing and nurturing the social aptitude of a community. It is important to ensure that every stakeholder's voice is heard and considered, fostering a sense of inclusivity and collaboration. Thanks to this approach, disadvantages can be reduced and the path to a more harmonious and successful outcome can be paved.

Figure 1. The mechanism of finance helping to enhance the value of regional geographical indication brands



Source: Published by Francis Academic Press, UK-186

This remarkable mechanism highlights the Geographical Indication market is teeming with a multitude of buyers and astute sellers, creating an atmosphere of unparalleled dynamism. Within this realm, market competition rages on with an intensity that is both exhilarating and challenging. This bustling marketplace is a testament to the boundless possibilities that lie within its vast expanse. It is within this crucible that digital finance emerges as a transformative force, reshaping GI industry entities through market-oriented mechanisms, ensuring that only the most adaptable and resilient thrive in this ever-evolving landscape. Elevating the standard of product quality is a strategic move that not only solidifies a brand's reputation but also fosters a deep sense of connection and reliability with consumers. The steadfast support for regional industrial clusters, deeply rooted in Geographical Indications, serves as a catalyst for economic growth and development. The evolution and expansion of industrial clusters will serve as a magnet for a myriad of Geographical Indication industries and investments, thereby amplifying the competitive landscape. The utilization of Geographical Indications will not only revolutionize the production of agricultural products but also revolutionize the

entire supply chain, from sourcing to sales. The presence of industrial clusters attract attention from the capital market, which play a vital role in supporting the growth and development of Geographical Indications. In essence, the creation agricultural industry clusters based on Geographical Indications marks a significant step towards elevating the agricultural sector and promoting the rich diversity of products originating from distinct regions. By leveraging the inherent qualities of each cluster area, producers can capitalize on their unique selling points and attract a broader market. This tailored approach ensures that producers in these clusters receive the necessary government support to enhance the value and recognition of their offerings.

GIs purport to help individuals and groups identify, protect, and at times profit from authentic production (Barber, 1995). It is crucial for all stakeholders, particularly the producers who hold geographical indications, to be vigilant and monitor any potential misuse or unethical behavior. By being proactive in identifying and addressing such issues, the integrity of geographical indications can be preserved, ensuring that consumers are not misled, and fair competition is maintained in the market. This responsibility falls on the shoulders of those who benefit from the exclusivity and recognition that geographical indications provide. This will not only protect consumers from deceptive practices but also safeguard the interests of honest producers who adhere to ethical standards in their operations. By being informed and aware of the significance of geographical indications, consumers can make informed choices and support producers who uphold the integrity of these indications. The utilization of the product's place of origin as an attribute not only adds value to the product itself, but also helps to support and promote the local economy and community where it originates. The symbiotic relationship between the product and its origin creates a virtuous cycle, where the success of the product directly contributes to the prosperity of the community, fostering a sense of unity and shared purpose.

Territorial imagery is, in fact, increasingly being recognised as having a commercial value for agri-food products, and it provides a subjective source of quality differentiation (Henchion and McIntyre 2000; Marcoz et al. 2016). Strategic use of the product's place of origin as an attribute can help to differentiate it from competitors, as consumers are drawn to the unique story and provenance behind the product. For example, if a product originates from a region known for its high-quality geographical indications. By incorporating this Geographical Indication into their meticulous production process, the manufacturer elevates their craftsmanship to new heights, culminating in a product that exudes both visual allure and unparalleled quality. The strategic use of these resources allows companies to add value to their products through innovation and customization, leading to the creation of niche markets where consumers are willing to pay a premium for products that meet their specific requirements and desires.

Several studies provide evidence about the positive ex-post effects of GIs on trade performances (Huysmans 2020; Josling

2006) GIs allow for premium pricing (Duvaleix-Treguer et al. 2021), increasing volumes (Sorgho and Larue 2018) and additional export value and new trade routes (extensive margin) (Agostino and Trivieri 2014). The utilization of regional resources can have economic benefits for the region. Leveraging local resources can lead to the development of specialized industries and sectors. For example, a region rich in agricultural resources may see the growth of agribusinesses, food processing plants, and distribution networks. By incorporating local resources into the product, the manufacturer supports local industries and businesses, creating jobs and stimulating regional economy. This can lead to increased prosperity and development in the region, as well as a sense of pride and identity associated with the product's origin. Geographical Indications are regarded as a crucial tool for rural development, which the EU acknowledges. This acknowledgement is evident in the EU's comprehensive range of policies and regulations designed to protect and use the potential of geographical indications. By recognizing the strength of geographical indications, the EU actively contributes to the promotion and preservation of rural communities and their economic vitality. The recognition of Geographical Indications also helps to combat the homogenization of products and the loss of cultural diversity. To maximize the benefits of geographical indications for rural development, it is essential to establish a framework that supports the active engagement of local actors and guarantees a distribution of economic gains.

The evaluation of the welfare implications of GI has become a crucial aspect of the ongoing discourse surrounding their use and effectiveness. One of the primary reasons for evaluating the welfare implications of GIs is to assess their impact on local economies. Evaluating the welfare implications helps determine whether GIs are effectively promoting sustainable development. Assessing the welfare implications helps determine whether GIs are meeting consumer expectations and if they are providing value for money. Understanding the welfare implications helps determine whether GIs are effectively safeguarding cultural and social values, and if they are benefiting the broader society. By understanding the welfare implications, policymakers, producers, and consumers can make informed decision regarding the use and promotion of geographical indications. EU currently in its trade policy has established serious protection for its GIs products, especially food products, regardless of the issue of conflict with the US in seeing the concept of GIs protection (Huysmans, 2022). Geographical Indications have been extensively studied in European countries where they have a solid foundation. The comprehensive understanding of Geographical Indications in European countries serves as a valuable model for other regions seeking to implement similar systems. However, it is important to note that the impact of geographical indications extends far beyond Europe. By conducting economic studies in regions outside of Europe, a more comprehensive understanding of the benefits and challenges associated with this concept can be gained. By broadening the scope of

geographical indications economic studies to include a more global perspective, new opportunities for growth and development can be uncovered. This approach can also help in promoting international cooperation and exchange of best practices in the field of geographical indications.

International provisions regulate the importance of protecting GIs, as a concept of legal protection for goods and services originating from certain areas (Adebola, 2022). Motivation for seeking international protection can also be influenced by geopolitical considerations. Developing countries may seek protection to strengthen their position in regional or global power dynamics. By seeking international protection, these countries aim to assert their independence and protect their interests in an increasingly interconnected world. In their quest for international sanctuary, these nations strive to assert their autonomy and safeguard their vested interests within an ever more interwoven global landscape. By advocating for international protection measures, these countries aim to level playing field and create a more balanced trading environment for all nations involved. Seeking international protection can also be influenced by the need to address global health crisis and pandemics.

Furthermore, the utilization of regional resources can also contribute to the sustainability and environmental friendliness of the product. By sourcing materials locally, the need for long-distance transportation is reduced, resulting in lower carbon emissions and a smaller ecological footprint. This aspect is particularly important in today's world, where consumers are increasingly conscious of the environmental impact of their purchases and seek out products that align with their values. The interconnected nature of the global economy has highlighted the importance of sustainability on a larger scale.

Figure 2. The European Commission geographical indications (GI) Logo System, 2024



Source: European Commission, Agriculture and Rural Development Database, May 2024.

Geographical indications comprise:

- PDO – protected designation of origin (food and wine)
- PGI – protected geographical indication (food and wine)
- GI – geographical indication

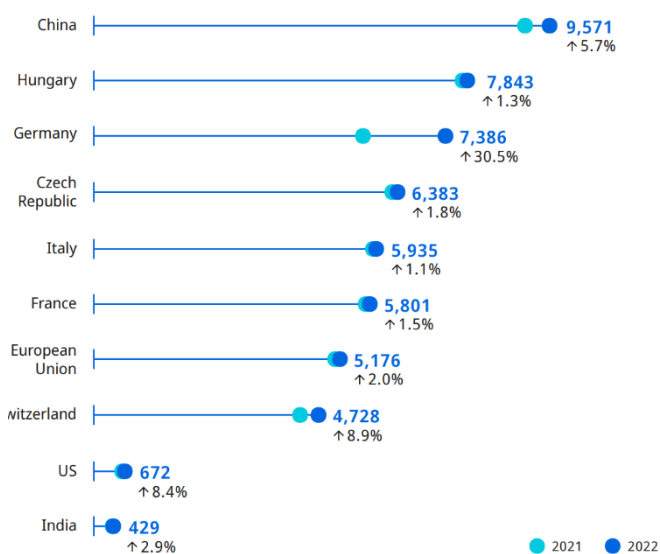
Protected designation of origin (PDO): Every part of the production, processing and preparation process must take place in the specific region.

Protected geographical indication (PGI): For most products, at least one of the stages of production, processing or preparation takes place in the region.

Traditional speciality guaranteed (TSG): Traditional speciality guaranteed (TSG) highlights the traditional aspects, such as the way the product is made or its composition, without being linked to a specific geographical area.

The success of protecting GIs is highly dependent on product marketing and promotion, which requires the will and hard work of all stakeholders within a country (Das, 2010), especially the role of government and public policy steps taken (Hoang & Nguyen, 2020). The primary purpose of logos is to serve as a source information and to enhance the promotion and recognition of geographical indications (GI) among consumers. These logos are designed to convey crucial details about the origin and quality of a product., thereby providing consumers with valuable information about its unique characteristic and traditional production methods. These logos serve as a visual language, speaking to the discerning consumer who appreciates the artistry and craftsmanship that goes into creating a truly exceptional product. Whether it is on a website, a product packaging, or a billboard, these logos maintain their integrity and impact. They are designed to be timeless, able to withstand the test of time and remain relevant in an ever-changing world. This, in turn, can contribute to the overall promotion and recognition of geographical indications on global scale. The presence of these logos on a product’s packaging or label can create a sense of prestige and exclusivity, as consumer associate them with high-quality and authentic products. These remarkable symbols of distinction serve as a beacon of excellence, guiding consumers towards the remarkable world of Geographical Indications.

Figure 3. Geographical indications in force for selected national and regional authorities, 2022



Source: WIPO Statistics Database, August 2023.

In 2022, China (9,571) had the most GIs in force within its territory, followed by Hungary (7,843), Germany (7,386) and the Czech Republic (6,383). The high rankings achieved by European Union (EU) countries is explained by the fact that the 5,176 GIs in force throughout the EU regional system are in force in every member state. These remarkable figures highlight the unwavering commitment of these countries to protect and preserve their unique cultural heritage. As delve into the realm of GIs, witness a symphony a nation, each displaying their own unique treasures. The allure of European Union geographical indications has captivated consumers across the globe, with discerning buyers in the US, China and Singapore showing a strong affinity for these premium GI goods. The staggering sales value of €80 billion attributed to EU geographical indications serves as a testament to the unwavering demand for these exclusive GI products. €300 billion worldwide Geographical Indications market size reflects the value placed on products originating from specific regions known for their unique qualities and characteristics. This market size reflects the increasing consumer desire for products that go beyond mere functionality and offer a deeper connection to the world around them.

Figure 1. Registered geographical indications in EU, 2024

Count of Country	GI type	GI type	GI type	Grand Total
	PDO	PGI	GI	
Italy	584	267	34	885
France	478	233	50	761
Spain	212	145	19	376
Greece	114	150	14	278
Portugal	97	95	11	203
Germany	31	111	33	175
China	4	99	7	110
Hungary	41	30	15	86
United Kingdom	31	44	2	77
Romania	41	24	9	74
Bulgaria	55	4	12	71
Croatia	37	26	6	69
Austria	38	9	8	55
Czechia	17	26		43
Slovenia	22	16	4	42
Poland	9	26	2	37
Netherlands	14	17		31
Belgium	11	14	4	29
Slovakia	11	13	2	26
Cyprus	9	13	1	23
Sweden	10	9	3	22
Türkiye	18	3		21

Source: EU Statistics Database, May 2024.

The financial success of farmers, processors, and suppliers in various regions and countries has been amplified by their strategic exploitation of their geographical positioning. This strategic approach to leveraging geographical advantages has not only benefited the individual businesses involved but has also contributed to the overall economic development and prosperity. By capitalizing on this advantageous association, they have unlocked a realm of prosperity that has cascaded down to all those involved in the agricultural industry. The geographical source of a product serves as an asset in terms of setting it apart from competitors and establishing unique qualities that are perceived as valuable by consumers. Certain regions are renowned for their expertise and artisanry in specific industries, and by highlighting the territorial origin, companies can leverage this reputation to instil confidence in their products. This emotional connection can create a deeper bond between the consumer and the product, leading to increased loyalty and repeat purchases.

4. Methodological Considerations: Selection of the Case

This study primarily focuses on gathering and presenting data that will provide readers with a thorough understanding of the status and demands of Geographical Indications and the retail sector. The crux of this research lies in the profound insights derived from engaging in project with esteemed stakeholders in the Geographical Indications sector. Our approach in this case study is characterized by a systematic method. Article propose by offering an overview of the conventional and modern GI market system in which the products is traded, along with the strategies to address potential shortcomings within this system. Within the realm of case studies, an exquisite examination unfolds, shedding light upon the resplendent economic triumphs of Geographical Indications. The case study review delves into the depths of the Geographical Indications systems, unravelling a symphony of harmonious regularities. This comprehensive exploration sheds light on the intricate workings of the GI systems, providing a deeper understanding of their inner mechanisms. It is apparent from the case study that the collective trading body has been put in place to oversee the GI, ensuring it is integrity and adherence to regulations. By providing space for entrepreneurs and small size farmers to come together, this body facilitates cooperation and coordination, benefiting all stakeholders involved in the GI system. The value chain and Geographical Indications landscape, like a mosaic of scattered fragments, are governed by a multitude of disjointed arrangements. This fragmented situation accentuates the dire need for a synchronized and effective governance mechanism to oversee this intricate interplay of elements. In the initial stages of meticulous research, meticulously established a set of criteria to select case study. These groups of criteria were designed to ensure the utmost precision and excellence in selection process. Case study conducted comprehensive evaluation to ascertain the practicality of the Geographical Indications in the ever-

evolving marketplace. The key criterion lies in the presence of a collective strategy to propel GI-endorsed products into the market, thereby involving all stakeholders in the dimension of marketing. The methodological approach was created with a practical orientation, presenting crucial factors while also allowing for flexibility in its application to accommodate different conditions. The definition has been formulated by considering the unique circumstances and details of this individual case. By incorporating perspectives from experts, article will be able to consider a wide range of viewpoints and ensure that analysis is comprehensive and balanced. This will help policymakers avoid any biases or blind spots and ensure that strategies are well-informed and effective. This discussion and case will also explore the potential marketing and industrial cluster opportunities that arise from economic and territorial. The Metro brand was selected as a key player in the competitive Geographical Indications sector, known for its unparalleled business sector. The casework was conducted in GI retail sector. It is highly advisable to conduct further research that encompasses GI sales in food retail sector. By including the perspectives of sector, a completer and more nuanced picture can be painted, shedding light on the dynamics at play in the market for GI products.

5. Metro GI Case: Findings from Case Study and Experiences of Existing GIs

The Metro Turkey Geographical Indications Project has not only helped to preserve and promote traditional Geographically Indicated products but has also contributed to the economic development of rural communities and small-scale producers. By creating platform for these products to reach a wider stakeholder, the project has enabled local farmers and artisans to thrive and continue their time-honoured traditions. Project has fostered a sense of pride and appreciation for Turkey's rich cultural heritage and diverse culinary traditions. By highlighting the unique characteristic and qualities of GI products. Metro Turkey has helped to educate consumers about the importance of preserving and supporting these products, contributing to the sustainability of agricultural sector. GI project serves as a shining example of how businesses can play a vital role in promoting and preserving cultural heritage and sustainable agriculture. Project is not only enriching the culinary landscape but also supporting local communities and fostering a deeper connection to the land and its people.

Turkey has around 3.000 potential GI products, and through this project, our aim was to support local product suppliers and revive forgotten treasures. Project sought to elevate customer satisfaction by offering these valuable products to esteemed customers. Thanks to this endeavour, numerous products that were at risk of disappearing have found new lease on life. Many stores in Turkey and EU showcase over 200 GI products, ranging from Bursa Knife to Ezine Cheese. These exceptional products renowned for their quality and flavour, enrich the culinary experiences of professional customer base. Project have successfully

introduced GI products to leading businesses and renowned chefs worldwide, ensuring their recognition and preference. Project has helped raise awareness about the importance of protecting and promoting traditional agricultural practices. It has helped sector improve their production processes, packaging, and marketing strategies, leading to higher quality products that can compete in the international market. By supporting small-scale producers and helping them access new markets, the project has helped create a sustainable source of income for these communities. The increased income generated from the project has also had a ripple effect on the local economy. As producers earn more money, they can invest in their businesses, purchase new equipment, and hire additional workers. This stimulates economic growth and creates a multiplies effect, as the increase spending by producers and their employees circulates throughout the local economy. The project has had a positive impact on the environment. By promoting traditional production methods and sustainable farming practices, it has helped reduced the use of harmful chemicals and minimise the environmental footprint of these products. This not only benefits the local ecosystem but also contributes to the global effort to combat climate change and promote sustainable development. The project has also had a cultural impact, as it has helped preserve traditional knowledge and skills that are passed down through generations. By recognizing and valuing these traditional products, it has helped ensure that they are not lost to modernisations and globalization. This has helped maintain cultural diversity and promote cultural heritage, both within Turkey and internationally.

6. Conclusion and Recommendations

The discussion reveals that protecting geographical indications involves more than just having exclusive rights over certain names or terms. It emphasizes that the economic aspects of geographical indications are crucial, as they are based on adding value to products and enabling market access through differentiation. Geographical Indications facilitate market entry for producers. Producers can stand out in the market and attract consumers who value authenticity and uniqueness. This differentiation allows producers to tap into niche markets and gain a competitive advantage over generic or mass-produced alternatives. Strengthening the protections and utilization of geographical indications is crucial, but it is not without its challenges. By fostering better collaboration among stakeholders, ensure a more effective and streamlined approach towards safeguarding geographical indications. It is essential to strike a balance between providing adequate protection for geographical indications and fostering an environment that encourages innovation and economic growth.

Incorporating sustainability into the economic development strategy can also attract environmentally conscious consumers and investors. With growing awareness and concern about environmental issues, many consumers are actively seeking out products and services that are produced

sustainably. By prioritizing environmental protection and sustainable practices, the region can position itself as a leader in sustainability. Likewise, there is a growing trend among investors to actively seek investment opportunities that are in harmony with their ethical beliefs and contribute positively to the well-being of the environment. Government agencies can work with businesses to develop policies and regulations that promote sustainable practices. Non-profit organizations can provide expertise and resources to support sustainability initiatives. Local communities can be engaged through public consultations and involvement in decision-making process. By bringing together different perspectives and expertise, a more holistic and effective approach to economic development can be achieved.

Strengthening product quality management and supervision is another vital aspect that requires attention. By implementing stringent quality control measures, we can guarantee that products associated with geographical indications meet the highest standards. This will not only enhance consumer trust but also contribute to the overall reputation and value of geographical indications. It is crucial to fully reveal the brand value of geographical indications. By effectively promoting and marketing these GI products, we can raise awareness and appreciation for their unique qualities. This will not only benefit producers by increasing demand for their products but also contribute to the cultural and economic significance of geographical indications. It is essential to support all localities in their efforts to establish and enhance standard systems based on their unique local standards. This approach recognizes the diversity and distinctiveness of different regions and their respective geographical indications. By empowering localities to develop their own standards, it allows for a more comprehensive representation of the cultural and geographical heritage associated with these products. By having clear and defined standards, it becomes more difficult for counterfeit or falsely labelled products to enter the market. This protects both consumers and producers, as it ensures that only genuine products with authentic geographical origins are being sold. When consumers see that a product has met recognized standards, they can be assured of its quality, authenticity, and origin. This builds trust between producers and consumers, leading to repeat purchases and brand loyalty. Dynamic management system should be designed to adapt and respond to the changing needs and challenges associated with the geographical indications. By establishing a dynamic management system, it becomes possible to ensure the continuous monitoring, evaluation and improvement of the resources dedicated to geographical indications. By streamlining data indicator systems, analysis methods, and data reporting mechanisms, the management of geographical indication protection resources can be optimized. In a globalized world where imitation and counterfeiting are prevalent, geographical indications provide a valuable tool for consumers to make informed choices and support authentic products.

It is crucial for policymakers in developing countries to carefully consider the implications of intellectual property

rights on their development goals. Capacity building and technical assistance are essential for developing countries to effectively participate in intellectual property negotiations. By building their capacity to understand and engage in these negotiations, developing countries can ensure that their interests are represented and protected in international agreements. Through the institution of a comprehensive structure for preserving intellectual rights, creators are motivated to dedicate their efforts towards exploration and progress, culminating in the formation of distinctive and premium goods. As a result, this serves to heighten the renown of the Geographical Indication framework in its entirety.

The place of purchase or consumption can serve as a significant signifier for consumers seeking to ascertain the authenticity of a product. For example, products that are sourced directly from their place of origin may be perceived as more authentic and of higher quality. Physical attributes such as packaging, labelling and design can also communicate vital information about a product's heritage and authenticity. In the context of Geographical Indications, certification is indispensable for upholding the quality standards of products. The strategic use of Geographical Indications logos adds significant economic value to the products. By obtaining incorporating the emblem, producers can unlock greater profitability, as their products become associated with premium prices. The presence of emblem enhances the marketing potential of these products, particularly in international markets, where they can attract discerning consumers seeking high-quality goods. By delving into the raw ingredients and showcasing the time-honoured techniques employed in the production process, Geographical Indications elevate ordinary products to extraordinary status. This dedication to preserving the unique characteristics and flavours of each region's offerings underscore the importance of safeguarding traditional knowledge and promoting sustainable practices in the realm of gastronomy. By facilitating the transfer of Geographically Indicated products information, individuals are bestowed with the remarkable ability to broaden their gastronomic experiences, savouring an array of tantalizing flavours while immersing themselves in the captivating allure of cultural and traditional practices. This seamless exchange not only allow consumers to explore diverse cuisines but also instils a profound appreciation for the customs and rituals that have shaped these culinary delights.

Product Strategies, Communication Strategies, Pricing Strategies, and Distribution Strategies are all essential components of a successful business plan.

Products Strategies: It should not only focus on tangible features but also consider the symbolic and service aspects of the product to create a compelling value proposition for consumers. By ensuring consistency with other brand identities, producers can strengthen their brand image and build a loyal customer base. By maintaining consistency GI brand identities, producers can establish a strong and unified presence in the market, enhancing their chances of success. A well-thought-out product strategy that balances tangible and

intangible features can lead to long-term success in the marketplace.

Communications Strategies: To effectively communicate with their audience, GI-producers should embrace a comprehensive approach by crafting a captivating series of message campaigns that emphasize the profound connection between their exquisite products and the flourishing of local development, the preservation of our precious environment and beyond.

Pricing Strategies: Numerous research studies have highlighted the propensity of consumers to invest in GI-producers at a higher price. The level of this premium is subject to variation depending on the specific product in question and the level of familiarity and satisfaction that the consumer has with product. By recognizing the value of GI-products, consumers are not only investing in a product but also in a cultural heritage and tradition that add an extra power of luxury and prestige to their purchaser.

Distribution Strategies: It is abundantly clear that producers of Geographically Indicated products must adapt their distribution strategies to suit the unique characteristics of each country. Adjusting distribution strategies based on market conditions can also help GI producers overcome regulatory barriers and compliance issues. In countries like the UK, where supply chains are tightly controlled, it is essential to partner with established retailers and supermarkets to ensure widespread distribution. On the other hand, in regions like Italy or France where GI-producers have a strong presence, utilizing local markets, direct selling, and specialized outlets can be more successful in reaching target consumers.

Overall, the GI system is not only benefiting domestic producers and cooperatives but also have a positive impact on the broader economy. Consumer tastes and concerns are constantly evolving, influenced by numerous factors such as cultural trends, economic conditions, and technological advancements. GI-based marketing strategies must be flexible and adaptable to accommodate these changes. Public initiatives should provide the necessary regulatory framework, infrastructure development, and policy support, while private initiatives bring, innovation, entrepreneurship, and investment opportunities to the table. Embarking on a journey through these comprehensive views, one is enthralled by the sheer diversity of nations and products that have reaped bountiful rewards of Geographical Indications. The positive nature of these findings should not overshadow the importance of scrutinizing the development of new Geographical Indications. This presents a wide range of opportunities for expertise enhancement in developing countries. This endeavour opens a wide panorama of specialized knowledge in developing countries, with the aim of averting impracticable expectations and fostering a surge of positive economic, social, and environmental power.

The food retail sector is progressing at a fast pace, constantly adapting, and changing. Şok, CarrefourSA, Bim, A101, Hepsiburada, Trendyol, Getir, İstegelsin, Migros, File, Tarım Kredi, Macrocenter and Metro retailers are working on

a Geographical Indications. One of the key advantages of food retail chain is the ability for consumers to engage with the products on a deeper level. The path ahead appears to be paved with potential for growth and success, offering a tantalizing glimpse of what could be achieved in the realm of commerce and sustainability. This advantageous position sets the stage for prosperous ventures and lucrative endeavours that hold the promise of great rewards. The landscape of GI business opportunities is rich with possibilities, presenting a favourable environment for those seeking to capitalize on the potential for success. It becomes crucial to mandate the sharing of benefits as an indispensable requirement for successful collaborations.

As the demand for high-quality, local products continues to rise, the importance of Geographical Indications cannot be overstated. By focusing on the production of Geographically Indicated products, Turkey can carve out a niche for itself in the global market and establish a reputation for excellence. With strategic planning and investment in this sector, Turkey has the potential to become a leading producer of Geographically Indicated products, showcasing the rich cultural heritage and culinary traditions of the region. Geographical Indications are predominantly marketed within national borders, with a fair share also being distributed between the European Union market and regions beyond the EU. For Turkey to establish a strong presence in the food sector it is imperative for the country to focus on the production of Geographical Indications. Turkey, a national abundant resource, should stand among the powerful group of self-sufficient countries when it came to the paramount matter of food security. The measure of local product security is of utmost importance, as it reflects a country's ability to meet the basic needs of its people and withstand challenging circumstances. It is an essential aspect that directly impacts the well-being and stability of population, particularly during times of hardship. The difficulties faced by some nations arose when its neighbouring country tried to sever its access to local food resources by imposing a blockade. This case brought to the forefront the crucial significance of maintaining a steady local food product marketing, supply and production. Affordability, Availability, Quality and Safe, Sustainability and Adaption, stand as the pivotal pillars for securing Turkey's position in the global local product market. The growing trend of consumers seeking local product has led to the need for Turkey to evaluate its readiness whether to meet this rising demand. By investing in infrastructure, promoting sustainable farming practices, and fostering collaborations between farmers and retailers, Turkey can harness this potential and cater to the rising demand for local products. One of the key challenges that Turkey may face in meeting the demand for local food is the need to improve marketing infrastructure. To overcome this challenge, implementing innovative distribution methods such as online platforms and farmer's markets. Buy ensuring that locally sourced products are readily available to consumers, Turkey can maximize the potential of the local product market. In times of global strife, when international supply chains falter, commitment to supporting local product producers ensures that tables remain

adorned with the finest, freshest, a testament to unwavering dedication to the preservation of culinary heritage. In a world where global trade dominates the market, the emphasis on local product and marketing is a refreshing and necessary change. The vision of a local product system is not merely a distant dream, but a tangible reality that is taking root in the fertile soil of local communities. Turkey has no choice but to realize a "*NATIONAL LOCAL FOOD PRODUCTS MOVE*."

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