



GI spirits and sustainability

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CONTENT

- ***GI scheme vs. Sustainability***
- ***Definitions***
- ***Three pillars of sustainability***
- ***What makes GIs spirits sustainable***
- ***Conclusions***

GI and sustainability

- ***Two different concepts/ messages to be sent to the consumers***
- ***Potential misleading of consumers?***

Consumer's point of view

- ***Is sustainability this what consumer is expecting when buying spirits?***
- ***Common understanding of sustainability – environmental sustainability***

Consumer's point of view

When buying spirits:

- ***Producers***
- ***GI***
- ***Price***
- ***Sustainability component?***

GI spirits

- ***GI – stands for quality valued from consumers***
- ***Long year tradition, recognizability, traditional practices,***
- ***Added value to the local producers and to the local community***

GI spirits

- ***Geographical Indication - increases the visibility of spirits and distinguishes it from others offered on the market***
- ***Acts as a certification that the product possesses certain qualities or enjoys a good reputation due to its geographical origin***

Sustainability

- ***Sustainability is...?***
- ***Numerous definitions of sustainability***
- ***All converge on the need to reconcile environmental, social and economic demands for present and future generations***

Sustainable agriculture and rural development

“The management and conservation of the natural resource base, and the orientation of technological and institutional change in such a manner as to ensure the attainment and continued satisfaction of human needs for present and future generations. Such sustainable development (in the agriculture, forestry and fisheries sectors) conserves land, water, plant and animal genetic resources, is **environmentally non-degrading, technically appropriate, economically viable and socially acceptable**”. (FAO Council, 1989).

Three pillars of sustainability

- ***Economic***
- ***Social***
- ***Environmental***

Economic component

- ***Strengthening of local production and supply***
- ***Structuring supply chain around a common product reputation linked to origin***
- ***Capacity of producers to invest economic gains into higher quality to access niche markets***
- ***Improving circular economy means throughout the value chain***

Economic component

- ***Economic resilience in terms of increased and stabilized prices for the GI product***
- ***Added value throughout the supply chain***
- ***Food quality and product information***

Social component

Preservation of traditions and traditional knowledge

Identity based prestige

Linkages to tourism

Environmental component

- ***Investing in a treatment facility at the distillery to be sure that the by-products created during the distilling process are properly disposed***
- ***To maximize resource utilization and eliminate waste at every step***
- ***Responsible Water Use - stripped of organic matter and reused in irrigation for new crops***
- ***Energy reduction***

What makes GI spirits sustainable?

- ***Source their raw material comes from***
- ***The worker's quality of life***
- ***Employee partnerships***
- ***Employee welfare (paying workers living wages, maintaining suitable working conditions, benefits)***
- ***Environmentally-friendly supply chains***

GIs – creating value to producers

- ***Communicating to consumers the product's characteristics – environmental sustainability***
- ***Promoting the conservation of local traditional production process and***
- ***Protecting and adding value to the cultural identity of local communities – economic and social sustainability***

*„ ...the Commission will (...) strengthen the legislative framework on geographical indications (GIs) and, **where appropriate**, include specific sustainability criteria.” (F2F, 2020, p. 13)*

Conclusions

- ✓ ***Different concepts***
- ✓ ***Sustainability is broadly and strongly integrated in GI spirits***
- ✓ ***Should remain as possibility (voluntary)***
- ✓ ***Decision to be made by producers***

Thank you for your attention!