

# Analysis of geographical indication publications

## Análisis de las publicaciones de indicación geográfica

## Análise das publicações de indicação geográfica

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### Abstract

There is a vast literature on Geographical Indications. In it are diverse discussions on the theme, such as the value added that certification brings to the product benefited. Some studies say that this value aggregation is the monetary amount that is added to the product after its certification, but the certification only protects and evidences a value that already exists, such as culture, know-how or product specificities, being the monetary value consequences of these values. This research used the Grounded Theory that involves the formulation of a theory through data collection and analysis inductively, with quantitative and qualitative characteristics. We analyzed all 908 publications resulting from the word 'Geographical Indication' inserted in the search guide of the Scopus database. The results show that many of the studies seek to portray GI as an intangible intellectual property

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asset capable of protecting certain identified values. This type of certification works as a strategy to protect against unfair competition, as well as conveys confidence to consumers. Geographical Indication seems not to be a current topic of interest, but the protection of values it holds. Analyzing the volume of publications, it is perceived that if the 'value-adding' factor were stronger, the gray literature should be more generous with the topic, because added value means greater possibility of financial return.

## Keywords

Geographical Indication, Grounded Theory, Added Value, Protection, Scopus, Intangible Assets.

## Resumen

Hay una vasta literatura que versa sobre las Indicaciones Geográficas. En ella se encuentran discusiones diversas sobre el tema, como la agregación de valor que la certificación trae al producto beneficiado. Algunos estudios dicen que esta agregación de valor es el monto monetario que se añade al producto después de su certificación, pero la certificación sólo protege y evidencia un valor que ya existe, como cultura, know-how o especificidades del producto, siendo el valor monetario consecuencia de estos valores. Esta investigación utilizó la Grounded Theory que involucra la formulación de una teoría a través de la recolección y análisis de datos inductivamente, con características cuantitativas y cualitativas. Se analizaron todas las 908 publicaciones resultantes de la palabra 'Geographical Indication' insertada en la guía de búsqueda de la base de datos de Scopus. Los resultados obtenidos evidencian que muchos de los estudios buscan retratar la IG como un activo intangible de la propiedad intelectual capaz de proteger determinados valores identificados. Este tipo de certificación funciona como estrategia de protección contra la competencia desleal, así como transmite confianza a los consumidores. Indicación Geográfica parece no ser un tema actual de interés, sino la protección de valores por ella realizada. Al analizar el volumen de publicaciones se percibe que si fuese más fuerte el factor "agregar valor", la literatura gris debe ser más generosa con el tema, pues el valor agregado significa mayor posibilidad de retorno financiero.

## Palabras clave

Indicación geográfica, Grounded Theory, valor agregado, protección, Scopus, activo intangible.

## Resumo

Existe vasta literatura que versa sobre as Indicações Geográficas. Nela são encontradas discussões diversas sobre o tema, como a agregação de valor que a certificação traz ao produto beneficiado. Alguns estudos dizem que essa agregação de valor é o montante monetário que é acrescido ao produto após a sua certificação, todavia a certificação apenas protege e evidencia um valor que já existe, como cultura, Know-how ou especificidades do produto, sendo o valor monetário consequência desses valores. Essa pesquisa utilizou a Grounded Theory que envolve a formulação de uma teoria através de coleta e análise de dados indutivamente, com características quantitativas e qualitativas. Foram analisadas todas as 908 publicações resultantes da palavra 'Geographical Indication' inserida no guia de busca do banco de dados da Scopus. Os resultados apurados evidenciam que muitos dos estudos buscam retratar a IG como um ativo intangível da propriedade intelectual capaz de proteger determinados valores identificados. Esse tipo de certificação funciona como estratégia de proteção contra concorrência desleal, bem como transmite confiança aos consumidores. Indicação Geográfica parece não ser um tema atual de interesse, mas a proteção de valores por ela realizada. Analisando o volume de publicações percebe-se que se fosse mais forte o fator 'agregar valor', a literatura cinza deveria ser mais generosa com o tema, pois valor agregado significa maior possibilidade de retorno financeiro.

## Palavras chave

Indicação Geográfica, Grounded Theory, Valor Agregado, Proteção, Scopus, Ativo Intangível.

## Introduction

Geographical Indication (GI) as a seal of certification of products or services has been a legal guarantee in Brazil since 1996, in accordance with the promulgation of Industrial Property Law 9,279 of May 14, 1996 - LPI / 96 (Brazil, 1996). The law foresees that associations holding products and / or services that are confused with the geographical name of the region in which they are produced could receive the certification of GI as Indications of Provenance (IP). This seal guarantees protection against unfair competition and possible forgery. When the product or service has some characteristic that is inherent in the region, such as climate, soil or management, which offers unique characteristics, it may also be requested the GI label as Denomination of Origin (DO), as it would guarantee the maintenance of this quality (INPI, 2018a).

Using the 'Google Scholar' search engine with the words 'Geographical Indication' you get 14,300 results. If it is not an exorbitant amount, more than half of these (7,630) have been published in the last 6 years. (Google, 2018). Postgraduate programs are also taking the time to conduct studies on the feasibility of applying for a GI seal. In the Post-Graduation Program in Intellectual Property of the Federal University of Sergipe, the subject is treated in dissertations and articles since its beginning in 2013. The first dissertation of the program on the subject deals with the GIs as strategic resource for reputation and brand judgment of Porto Digital in Recife. (Fonseca, 2015). In the same year a dissertation is published about the potential of orange the Southern Sergipe. (Santos, 2015).

In the following year, there was an increase in GI studies, with dissertations such as those related to the processes of geographical indication of physical activities in the midst of nature. (Messias, 2016). There was also a dissertation reach the potential of aratu of the Santa Luzia do Itanhy (Brandão, 2016), and one that refers to the wine sector in the interior of Piauí. (Nunes-Silva, 2016). It is observed that it is a topic that has been growing in one of the main graduate programs of Intellectual Property of Brazil, but if it is analyzed the world scientific production in the gray literature, it is seen that the subject is already worn out. (Google, 2018).

In general literature the GI is presented as a strategic tool to promote the sustainable local development of rural areas (Belletti, Marescotti, &

Touzard, 2017), but the discussion of the implementation of GI mostly deals with the subject by discussing benefits that do not refer to economic profits or pecuniary benefits. (Neilson, Wright, & Aklimawati, 2018). According to Corsi, Novelli, and Pettenati (2014), non-pecuniary factors include appreciation of local produce, inheritance of ancestors' culture, relationship between city and countryside, and any other relationship farmers may have with their territory of origin.

In the Brazilian bibliography, whether in scientific articles or dissertations, there seems to be a common sense in saying that GIs add value to the product / service, even when these products already have intrinsic value, which was evidenced and protected by the GI. Thus, the present research raises the following questions: what is GI used for? What is the purpose of requesting a Geographical Indication seal? In order to answer these questions, the objective of this work is to analyze in the literature the relation of concepts associated with terms in the GI publications.

## **Methodology**

The following are the materials and method used in the present research, identifying the type of research, how the data was collected and what procedures were used.

### **Type of research**

In relation to the method, we used the Grounded Theory that involves the formulation of a theory through data collection and analysis inductively. (Allan, 2003). Regarding the approach to the problem, the research is characterized as qualitative and quantitative, since it is focused on the interpretation of the data reality. (Marconi & Lakatos, 2017).

### **Data collection and procedures**

A bibliographic survey was carried out at the Scopus base on September 25, 2018, searching for articles that presented the term 'Geographical Indication' in the title or abstract. A temporal cut of 26 years was adopted, from 1992 to 2018, defined according to the year in which the first publication was published on the subject in the researched base. Soon after, the articles were classified by year of publication. Subsequently, the abstracts were analyzed and the

frequency of words referring to the items wanted for the study were evaluated: rating, value, add, increase, protect (\* ion), safeguard and development.

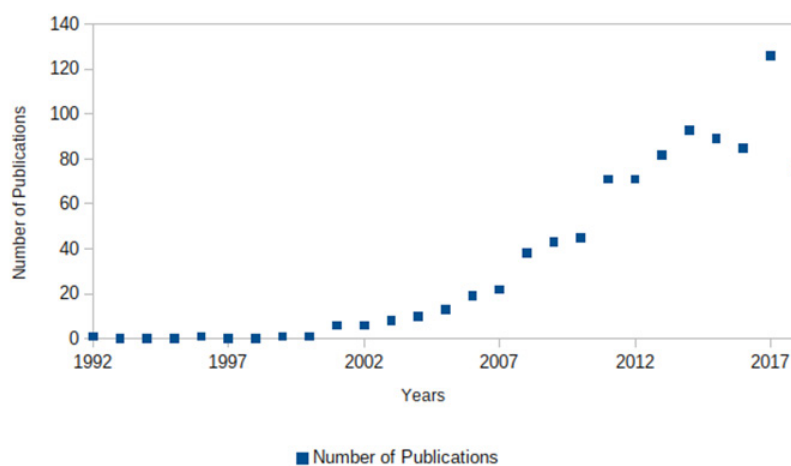
Next were searched for the terms add and protect, associated with the words cheese, coffee, drink, food, fruit and wine. These words were chosen because they are associated with agribusiness products. Where have checked how often the terms add and protect appear associated with the word development. Finally, were searched in the gray literature (Google) the number of publications that contained the term Geographical Indication in the English and Portuguese languages, as well as the frequency that these publications appear in the years 2010 to 2018.

Data are presented as absolute and relative frequency.

## Results

Applying the search term defined by the research, “Geographical Indication”, and considering the time cut defined, from 1992 to 2018, 908 articles were identified. Figure 1 shows the evolution of the publications of articles related to the IG theme. The first article published on GIs and deposited in the Scopus database appears in the year 1992. After almost a decade without significant evolution in the volume of publications, there is a trend of growth from 2002, with higher numbers starting in 2011.

Figure 1 - Evolution of the volume of publications on GI over the years in the researched base



After the organization of the scientific articles by year of publication, the abstracts were analyzed to identify the frequency of the terms 'rating', 'value', 'add', 'increase', 'protect', 'development'. Added up and considered all repetitions, these expressions formed a set of 1,249 expressions (Figure 2). It can be observed that the word 'Protect' is the most eminent, when compared to the frequency of other terms, representing 45.39% of the total apparitions. In relation to the terms 'value' (16.41%), 'add' (12,08%), and 'development' (15,21%) the frequency of apparitions is similar. The terms 'rating' (1.44%), 'increase' (8.32%) and 'Safeguard' (1.12%) are the least frequent words in the summaries of articles analyzed.

**Figure 2 - Frequency of words previously indicated for the study and which refer to desired items of study**

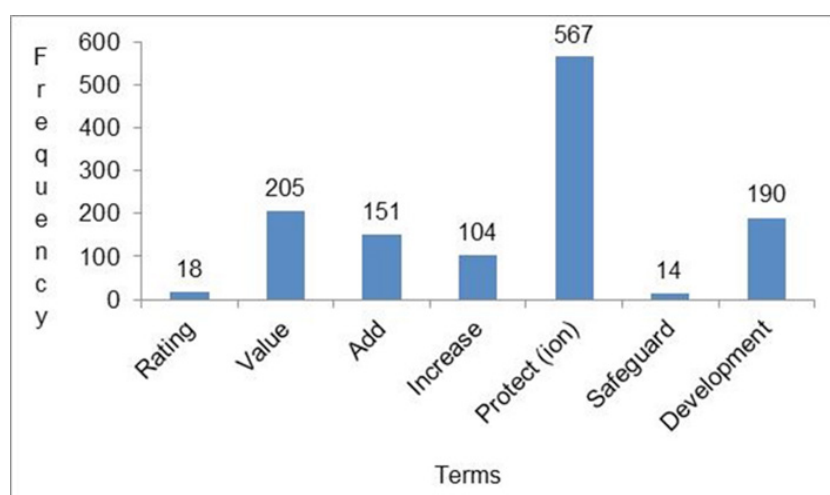
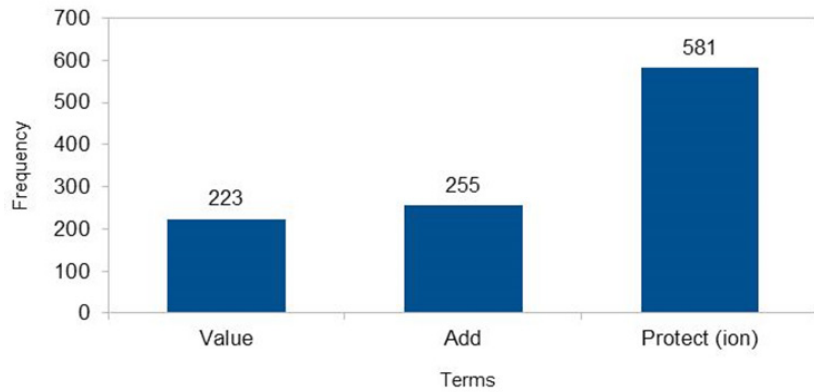


Figure 3 shows the frequency of the most relevant terms when dealing with the Geographical Indication theme: 'Value', 'Add' and 'Protect'. Note that the word 'Protect' has a higher frequency than other words. While the words 'Value' and 'Add' have similar frequencies.

Figure 3 - Frequency of words referring to the protection and aggregation of value



The evolution of the publications associated with the words 'Add' and 'Protect' from the year 1992 (when the first article on GI was published) is analyzed until the year 2017, as verified in Figure 4. The word Protection has an start increase in the year 2001 while the word 'Add' only begins to grow in the year 2005. However, the number of publications that speak about protection is eminently greater in relation to publications on aggregation.

Figure 4 - Evolution of publications that associate 'Add' and 'Protection' to GI studies

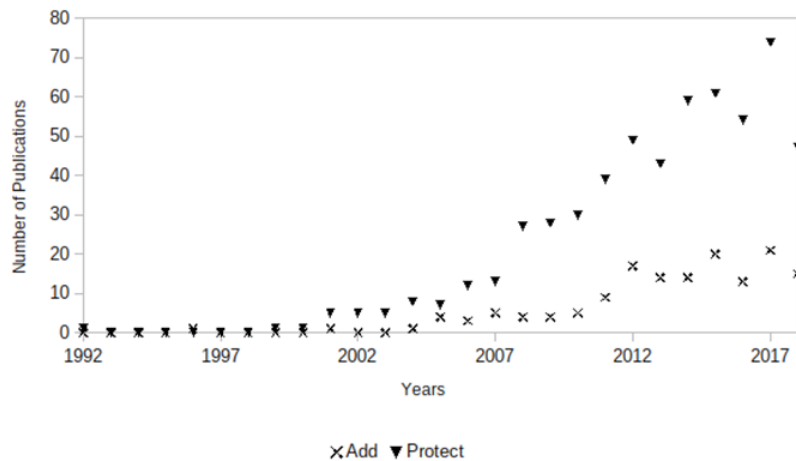
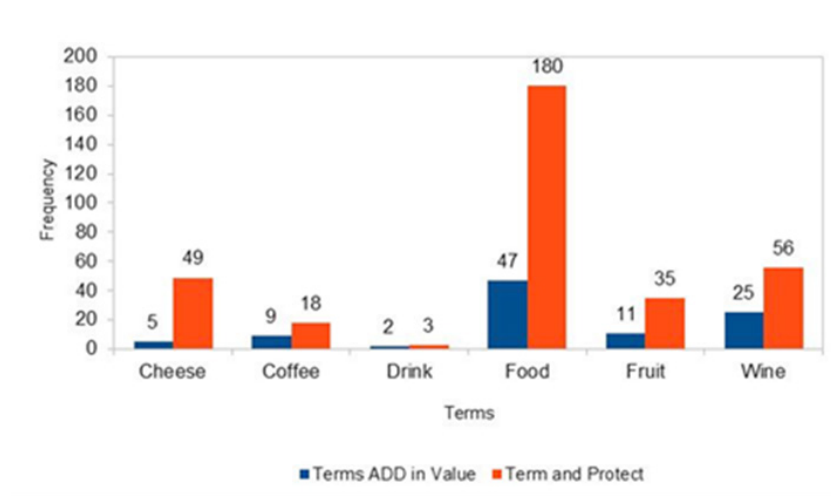




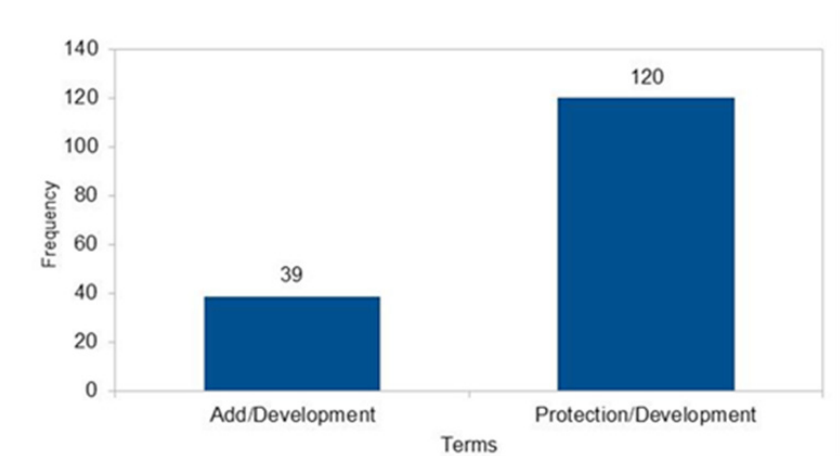
Figure 5 shows the terms 'Add Value' and 'Protect' associated with the words: 'Cheese', 'Coffee', 'Beverages', 'Food', 'Fruit' and 'Wine'. The word Food, when associated with 'Protect', has a 385% difference in relation to its association with the term 'Add Value'. When comparing the frequency of the word 'Cheese' in relation to 'Protect' and 'Add Value' there is also an exponential difference of 980%. The term 'Add Value' when associated with any of the words has a lower frequency than the term 'Protect'. The word Drink has the lowest frequency in both terms.

Figure 5 - Comparison of words (previously identified) that are associated with Add and Protect (Cheese + Add; Cheese + Protect)



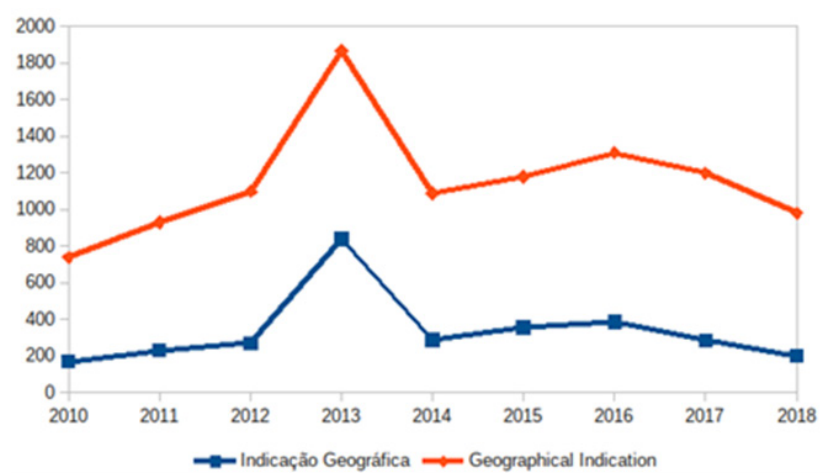
In analyzing Figure 6, one can observe the frequencies of the terms 'Add' and 'Protect' related to the word 'development', found in the summaries of the articles. The frequency of the term 'Protect' is exponentially greater when compared to the term 'Add' when associated with development.

Figure 6 - Association of the words Add and Development and Protect and Development in the Abstracts of the articles



The frequencies of GI publications in Portuguese and English were analyzed in the gray literature (Google) in the years 2010 to 2018. There is a highlight for a growth in the year 2013 in both frequencies of publications. From the year 2016, the publications had a decrease of production. (Figure 7).

Figure 7 - Analysis of publications in the gray literature (Google) on Indicação Geográfica (portuguese) and Geographical Indication in the years 2010



## Discussion

The growth of the scientific production related to GI in the researched database may be associated with the researchers' interest in developing studies aimed at identifying values of traditional products to be protected. (Santos, & Franca-Rocha, 2017). According to Bruch and Vieira (2016), the development of research aimed at identifying traditions, cultures and know-how are important for disseminating scientific knowledge and technical information that can be used by the academic, marketing, rural and consumer communities.

The results show that many of the studies seek to portray GI as an intangible intellectual property asset capable of protecting certain identified values (Ciftci & Zhou, 2016). One can observe a high percentage of appearances of the term 'Protect' in the articles related to the GI, while the relation with the term 'Add' becomes small. This confirms what is described in the Industrial Property Law (LPI), where the rights and obligations of individuals who express the right to such protection are explicitly stated, since the word Aggregation does not appear in the LPI editorial. (Brazil, 1996). However, it is noted in part of the articles a tacit understanding of GI and value aggregation. From this perspective, certification would be the cause of regional development in these territories, but the GI is a certification that evidences the quality and identity differential of products linked to certain regions. (Lages, Lagares, & Braga, 2005).

The products certified by IG have their own identity and are sustained by tradition, knowledge and local culture, inherent to their production. This type of certification works as a strategy to protect against unfair competition, as well as conveys confidence to consumers. The intrinsic values of the product, proven by certification and perceived by consumers, can translate into a stable market demand. (Vieira et al., 2014).

IG is a certification that protects products with differentiated quality. These products are usually miscellaneous foods or beverages such as wines and coffees that have terroir, that is, they are influenced by climate, soil, temperature, and other inherent factors of a given region. (Babcock, 2015). In Brazil, the National Denomination of Origin registers 6 are for food and 2 are for beverages, while the records of Indication of Provenance are divided into 21 food products and 15 referring to beverages in general (INPI, 2018b), which may reflect a

worldwide trend in the prevalence of beverages and foods in this type of registration.

Looking at the scientific production related to GIs around the world, it is noticed that most of the research that relates GI to food and beverages, discusses the protection of products, while the association of these products to the aggregation of value is much smaller. The values of a GI are the know-how, culture, history, notoriety and specificities of the product (Ben Hassen, & Tremblay, 2016), but often in the literature the value of GI is associated with the monetary cost that is added for the consumer, but this is only a consequence of the true value of these products, now evidenced and certified.

Geographical Indication seems not to be a current topic of interest, but the protection of values it holds. Analyzing the volume of publications, it is perceived that if the 'value-adding' factor were stronger, the gray literature should be more generous with the topic, because added value means greater possibility of financial return.

The protected value relates more to areas of management of intangible assets and therefore, should be related to other descriptors.

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