



PERU

Collective Marks to foster Rural Development



Context

In Peru, most farmers have less than 10 hectares of land, on which they grow a wide variety of traditional agricultural produce; however, they are not very competitive and their income is, accordingly, very low. One option to foster their development is to help them obtain an Origin Denomination: this will entice them to work together while maximizing the value of their customs and traditions.

Indeed, this Origin Consortia approach allows for a joint promotion of reputable produce that have a certain level of homogenization and which are from a given territory; as such, when small-scale farmers use a collective mark that highlights their produce's special character, consumers develop more awareness and are thus more inclined to buy them.

Therefore, UNIDO, together with Agro Rural - a national rural development programme - and the National Institute for the Defense of Competition and Intellectual Property (INDECOPI) devised the "Alliance for the promotion of Collective Marks as a Tool for Rural Development" to encourage the use of collective marks by Peruvian farmers.

Strategy

The Alliance is at the basis of the Origin Consortia's implementation; its strategy focuses on achieving an inclusive and sustainable rural development through the following activities:

- Creation of Origin Consortia for different traditional products of rural areas
- Increased awareness and promotion of Origin Consortia through workshops
- Collective improvement of the quality and reputation of typical produce
- Support of Origin Consortia and of related activities in different sectors, including through the development of rules of production and packaging for traditional products of regional origin
- Definition and agreement on collective mark managed by the consortium (including name, logo, rules of use, etc.); registration of the collective mark and development of joint marketing tools as well as fostering the joint participation in local fairs
- Line-up for a common territorial marketing strategy
- Encourage tourism based on the produce (e.g. gastronomic routes)

Results

- Over 1,500 families in the high Andean regions benefited from the project
- 5 associations in 3 different regions received support to develop collective brands
- Improved produce quality resulting in enhanced product visibility, especially for these newly launched collective marks: "Tallarín de casa Abanquino" (potatoes), "La Reina de Olmosa" (honey), "Aymanto" (berries), and "Utku Muchik" (cotton)
- Promotion of the products at Mistura 2012, an International gastronomic fair, as well as through different media channel and interactive tools
- 96 facilitators trained in different regions
- Alliance includes all main national public and private institutions working in MSME development

Impact

- The registration of a collective mark and the certification of the different products will allow small-scale producers to increase their produce's reputation and thus earn more through increased sales
- The collective marks using geographical indications add value to the region, its culture and its identity; they contribute to rural development
- The population of the different regions will have more work opportunities through the increasing production and commercialization processes, thereby contributing to a reduction of the rural exodus

At a glance

Goal: To facilitate the access of different products elaborated in rural areas in Peru to competitive markets through collective brands with the objective of contributing to an increase of the family income.

Thematic area: Poverty Reduction through Productive Activities

Donor: Italian Institute of Foreign Trade

Partners: Production Ministry (PRODUCE), Ministry of Foreign Trade and Tourism (MINCETUR) Promotion commission of Peru for the Export and Tourism promotion (PROMPERU), UNIDO and the Lima chamber of commerce.

Status: ongoing

Duration: 2006-2015