



Mexican agrifood Geographical Indications: between productivity and sustainability

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Objective

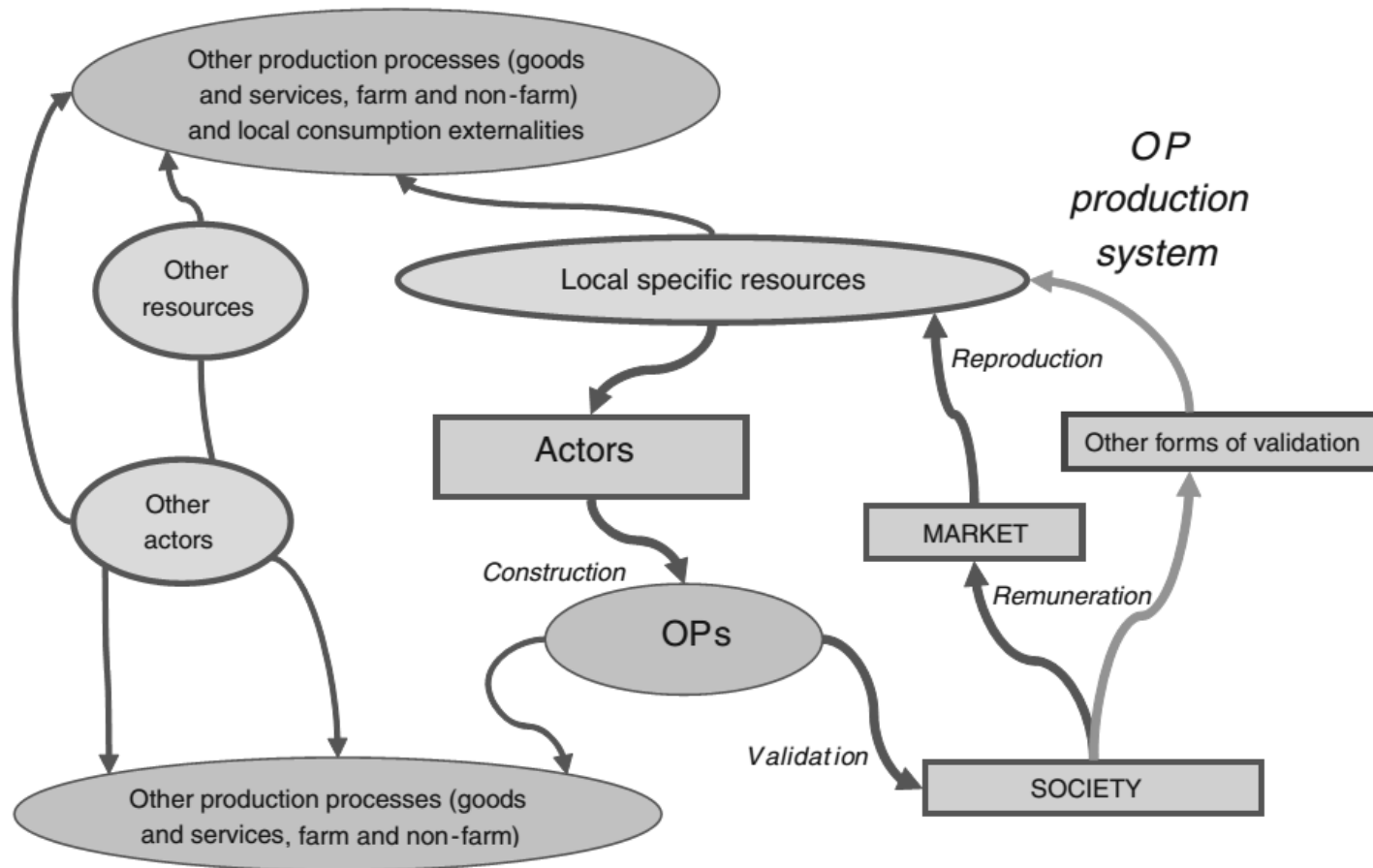
Discuss about the contradictory effects in Mexican agrifood chains that are also recognized as Geographical Indications and how market criteria are prevailing over sustainability criteria

Geographical indications relevance

GIs can be defined as institutional structures that connect the specific quality and reputation of a well with a certain territory (Belletti and Marescotti Touzard, 2015).

GI function as an important force of development, particularly for agrifood societies that can construct on the reputation of one (some) product(s). People needs collaboration and empowerment (social development) and to preserve their natural resources (environmental development).

Virtuous circle of Geographical Indications (Belletti y Marescotti, 2011)



GI contributions to Sustainable Development Goals



Mexican Geographical Indications



Actual conditions of Mexican GI

However, experience in the latter is full of contradictions and unfulfilled promises, because despite the large volumes that have achieved exports of Tequila and Mezcal, they have a limited benefit to farmers, key players in the agri-chain.

Only these GI operate at this moment. Some of them initiated and got down, the rest never started operating.

They seemed that were authorized by fashion more than a development policy. No involvement of local governments, some participation of regional but limited of federal government.

Institutional context

No specific organism to take care of GI. They are part of the Mexican Institute for Industrial Property (**IMPI**), also part of and industrial sector. No coordination between Industrial ministry, Agricultural Ministry, and Environmental Ministry.

Industrial firms have cooptated the Regulatory Council (CRT in Tequila) transforming regulations that prioritize their interest over the rest of the agents in the chains, specially the agaveros (agricultural producers). In Mezcal the process is following a similar story.

Failed GI in Mexico

Coffee GI have been disappointing because they started operations but sooner they closed, mainly because of exclusion of important coffee producers. Even “Consejos Reguladores (CR)” were created, they close.

Others like Chile Habanero’s CR have never founded, because of important conflicts between producers and industrials.

Cacao’s GI is very recent, but it delayed several years to be approved. Current local government has a special interest on it, so they made important investments.

Environmental effects

Associated with Tequilas boom, biodiversity is losing because higher demand of blue agave. Even, other types of agave are used for Tequilas, altering Mezcal regions and ecosystems.

Increasing demand of Mezcal is forcing more rapidly agaves production, following a Tequila's evolution.

Pledge of Conditions (in Spanish Norma Oficial) hasn't considered environmental issues in GI, just process conditions.

Conclusions

There are several problems in GI evolution in Mexico, even they continue considering more initiatives.

Institutional conditions do not consider social nor environmental dimensions. All are limited to economic conditions improvement, but unequally.

Institutional conditions must be changed in order to allow inclusion, more equal conditions to all participants in the chain but also, environmental sustainability.

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- Unformally founded in 2015 in El Salvador, in 55 ICA.
- Currently participating 17 researchers (Costa Rica, México, Nicaragua, El Salvador)
- 1 book edited, 2 journals, several participations in congress as a research group.
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- 1st meeting in Costa Rica in may 2017

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Primer Seminario REDILACG 2017: “Estrategias inclusivas en las cadenas globales en Mesoamérica”

- **Fechas:** 24 y 25 de mayo de 2017.
 - **Sede:** Centro Internacional de Política Económica para el Desarrollo Sostenible, Universidad Nacional, Costa Rica.
 - **Temas de la agenda:**
 - Foro Estrategias Inclusivas En Las Cadenas Globales En Mesoamérica
 - Taller Nuevos Rumbos Para REDILACG
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