Geographical Indication can be a Tool for the Development of a Region

BRUCH Kelly Lissandra, VIEIRA Adriana Carvalho Pinto,
FORMIGHIERI Ivanio, RODEGHERO Camila

Universidade Federal do Rio Grande do Sul, BR
kellybruch@gmail.com, dricpvieira@gmail.com, iivanio@hotmail.com, caamilarodeghero@hotmail.com

During the last decades, have been establishing an institutional context - trade rules and standards, consumer demand, technology, general and sectorial policies as well as cultural traits that shape the economy and society - which conditions, substantially, the production and technological dynamics of all agribusiness chains. New market niches have been created, as well as new strategies for product recovery. The notion of geographical indication was built gradually, when producers and consumers start to perceiving flavors or peculiar qualities in some products that come from certain regions, and found that this could be a competitive differentiator. These characteristics were not found in similar products made elsewhere. Thus, began to call the products - which had a differential - with the name of your geographic origin. In addition, other producers, checking these peculiarities, began to take advantage of the names that were becoming known, selling products falsely identified as such. This created the need to develop mechanisms that would protect this new intangible asset of a specific product. To understand the intrinsic relations between this tool and his application, a case study was made to specifically examine the vitiviniculture in southern Santa Catarina, Brazil, focusing especially on Vales da Uva Goethe. The objective is analyses if the recognition of this geographical indication – namely in Brazil indicação de procedencia - may contribute to develop the region sustainably. We use here the Sen theory’s Development as Freedom to base on our understand about development. The article focuses on check the positive and negative effects stemming from this recognition in the region delimited and its relationship to the development of wines produced within this geographical indication. The research is characterized as a case study. The means used to research the literature are secondary sources such as scientific papers, books and websites. Although, this research has a qualitative character, which is realized with the use of case study in conducting its investigation. The essence of the case study is an attempt to illuminate a decision or set of decisions: why they were taken, how they were implemented and with which result. It can be concluded preliminary that the protection of geographical indications is strategic for Brazil, a country with potential to produce goods with its own identity and to occupy spaces in markets increasingly demanding in terms of typical quality product. But is not enough that a region becomes known by yours typical product. We must go further. We must ensure a protection system, which enhances the product profile and the link between these products and the territory, ensuring the permanence of the people in the countryside in a sustainable way that encourages industry and the local market, creating jobs, encouraging tourism, generating income and guaranteeing everyone a development as freedom. Therefore, it is necessary to achieving tools such as geographical indication, that aim to ensure the appreciation of local culture and tradition, protection of the environment, the economy and the social group through the promotion of sustainable development.