

Developing Community Biocultural Resources: Intellectual Property, Heritage Protections and Rural Reterritorialisations

**Universidad de Los Andes
Centro Interdisciplinario de Estudios sobre Desarrollo - Cider
Bogotá, Colombia
March 22, 2018**



Rosemary J. Coombe

Outline

I. INTRODUCTION & THEORETICAL PERSPECTIVES

II. MARKS INDICATING CONDITIONS OF ORIGIN: FROM GEOPOLITICAL TRADE INTERESTS TO LOCAL COMMUNITY DEVELOPMENT

- A. Globalization, Trade Liberalisation and Intellectual Property (TRIPs)**
- B. Europe's South and North: Place-Based Food Heritage and Placeless Commodities**
- C. European Models, Missionaries and Pedagogies for 'the Global South'**
- D. Virtuous Circles, National Initiatives and Developmental Disappointments**
- E. Latin American Territorialisations: From New Ruralities to Rural Territorial Development with Culture and Identity**
- F. The Double Life of Denominations of Origin in Bolivia**
 - 1. Tarija: A European Territory?**
 - 2. Differentiating Quinoa**

III. HYBRIDIZED TERRITORIES: ALTERNATIVES FROM THE MARGINS

- A. Small Producer Symbols and Alternative Food Networks**
- B. Biocultural Heritage Indications and Biocultural Heritage Territories**

IV. CONCLUSION

Glossary

3

- IP = Intellectual Property
- GI = Geographical Indications
- MICO = Marks Indicating Conditions of Origin
- RTD = Rural Territorial Development
- TAS = Tarija, Aromas y Sabores



Marks Indicating Conditions of Origin: From Geopolitical Trade Interests to Local Community Development

4

A. Globalization, Trade Liberalisation and Intellectual Property

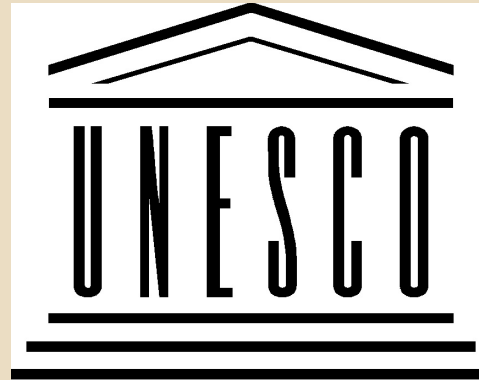
B. The Geographical Indication: American Hegemony vs. European Exceptionalism

C. Europe's Rural South and its Industrialised North: Place-Based Food Heritage and Placeless Commodities



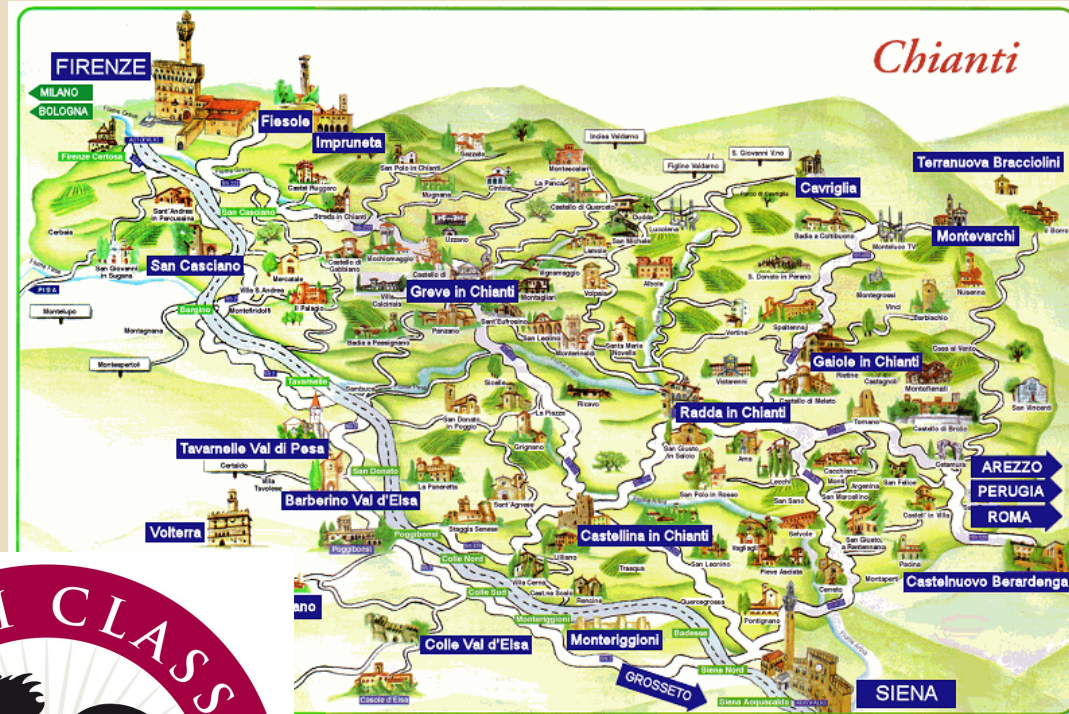
Globalisation, Trade Liberalisation, Intellectual Property and Development

5



Europe's South: Place-Based Food Heritage

6



New Justification for MICOs

7

European justifications for MICOs have shifted away from ‘culturally protectionist’ arguments.

New justifications have included:

- Diversification in remote rural areas and improvements to local incomes that act to prevent urban migration
- The preservation of biological diversity and traditional knowledges



Fromages A.O.C D’Auvergne
“Single Herd Cheese”

The Allure of *Terroir*

One comprehensive overview of the field of GIs defines terroir as:

(1) a delimited geographic space, (2) where a human community, (3) has constructed over the course of history a collective intellectual or tacit production know-how, (4) based on a system of interactions between a physical and biological milieu, and a set of human factors, (5) in which the socio-technical trajectories put into play, (6) reveal an originality, (7) confer a typicality, (8) and can engender a reputation, (9) for a product that originates in that terroir.*

*From Giovannuci et al., 2009

“GI Fever” in India

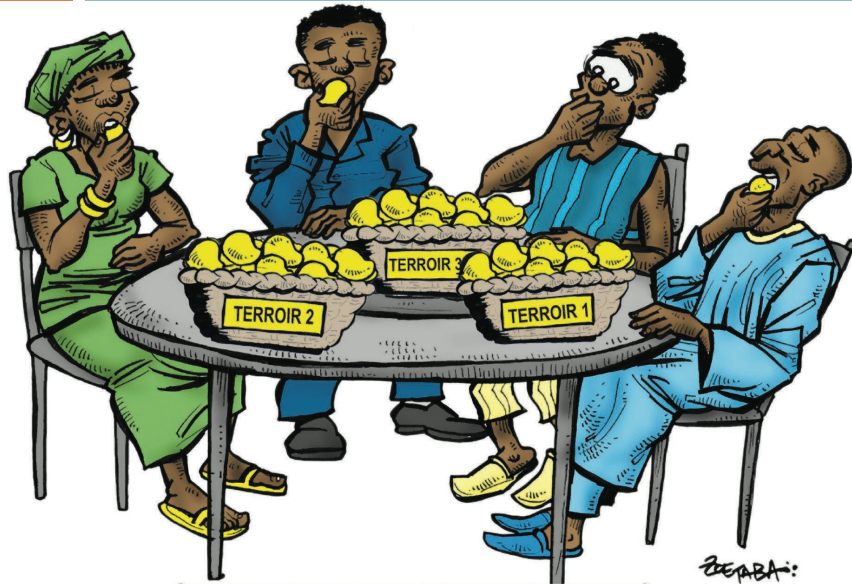
Geographical Indication tags

India



Discover your terroir!

10



The product of terroir 2 is truly unique, such a taste cannot be obtained anywhere else



The image shows the cover of a book titled "Practical Manual on Geographical Indications for ACP countries". The cover is divided into several sections. At the top, there is a collage of images including a cow, lemons, a person in a yellow vest, and a flower. Below this collage, the text reads "Linking people, places and products". Further down, there is a smaller image of a person in a red cap. The main title "Practical Manual on Geographical Indications for ACP countries" is prominently displayed in the center. Below the title, there is a collage of images of red berries. At the bottom of the cover, there are logos for CTA, oriGIn, and other organizations. The text "A guide for promoting quality linked to geographical origin and sustainable Geographical Indications" and "Second edition" is also visible.

Linking people, places and products

Practical Manual on Geographical Indications for ACP countries

A guide for promoting quality linked to geographical origin and sustainable Geographical Indications

Second edition

CTA oriGIn

Organization for an International Geographical Indications Network

European Models, Missionaries and Pedagogies for 'the Global South': National Initiatives and Developmental Disappointments



Denominations of Origin in Peru



Mancora
Talara
Chulucanas
Piura
Bayóvar

Denominación de origen
CERAMICAS DE CHULUCANAS
Producto bandera del
Perú



South American Food Territories

13



Latin American Territorialisations: From New Ruralities to Rural Territorial Development with Culture and Identity

14



2016 | HAU: Journal of Ethnographic Theory 6 (3): 247–275

HAU SPECIAL SECTION

The knowledge economy and its cultures

Neoliberal technologies and Latin American reterritorializations

Rosemary J. COOMBE, York University

Cultural goods are increasingly significant under neoliberal conditions of regulatory restructuring that favor investments in informational capital in so-called “knowledge economies.” Linguistic difference, linguistic practice, and increasingly standardized genres of representation have been constitutive of new technologies of government and reterritorialization in Latin America in the last quarter-century as global policy regimes that valorize diversity have been interpreted and implemented. The argument is presented through a critical multiscale survey of recent ethnographic research in Latin American contexts in which we can trace the ways and means through which international trade, intellectual property, and biodiversity regimes have influenced representations and management of knowledge to effect new forms of spatialization. Indigenous social collectives constituted as self-managing communities have embraced possessive, if not necessarily proprietary, attitudes toward traditional knowledge, plant genetic resources, and food sources, learning to mark goods and services to indicate culturally specific conditions of origin. As culturalized communities become subjects of neoliberal government, however, they are called upon to project their distinctive assets so as to make them politically and economically legible to new interlocutors. This has provoked new forms of reflexivity around assets, goods, values, and norms, and provided new resources for rights-based struggles in an emerging field of cultural politics in which neoliberal multiculturalism is vernacularized in more embedded markets and more pluralist politics.

Keywords: biodiversity, cultural property, diversity, heritage, intellectual property, knowledge economy, traditional knowledge, Latin America

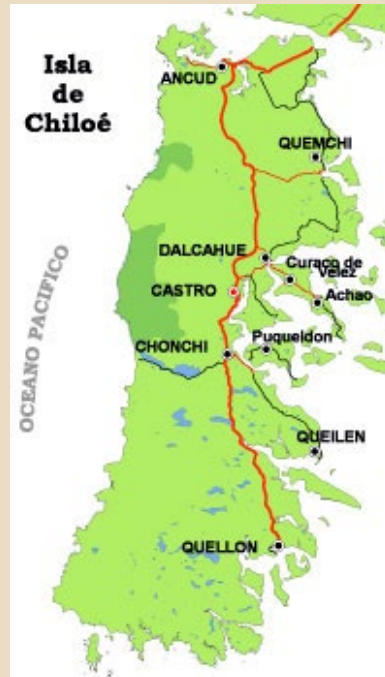
This work is licensed under the Creative Commons | © Rosemary J. Coombe.
ISSN 2049-1115 (Online), DOI: <http://dx.doi.org/10.14318/hau6.3.018>

This content downloaded from 181.049.075.223 on March 22, 2018 13:23:13 PM
All use subject to University of Chicago Press Terms and Conditions (<http://www.journals.uchicago.edu/t-and-c>).

Rural Territorialisations: From New Ruralities to Rural Territorial Development with Culture and Identity

15

Ubicación territorial de las experiencias presentadas en el Foro

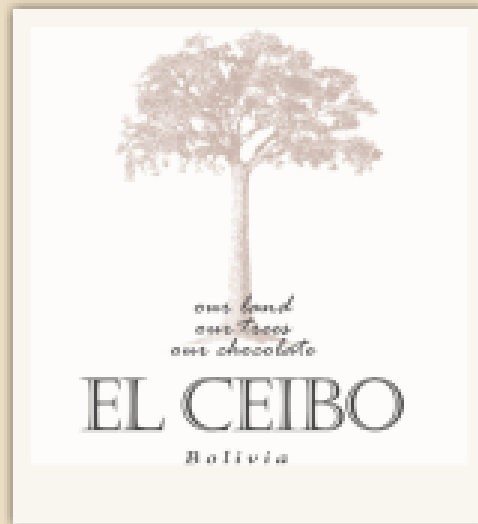


Chiloé Turismo Rural
Sello de Certificación Social



El Ceibo Chocolate Cooperative of Bolivia

16



Small Producer Symbols and Alternative Provisioning Systems

17



Sello de Identidad Agroecológica, Plataforma de Agroecología del Trópico, Subtrópico y Chaco (Bolivia)



Gourmet and Campensino Strategies in Tarija

18

Tarija
Aromas y Sabores

Marca de Certificación



Differentiating Quinoa



- Royal Quinoa
- It's:
- the world's best
 - 100% Organic
 - Gluten free
 - from Bolivia

El mapa turístico de la Ruta de la Quinoa

1. Qura Juvira
Producción orgánica de quinoa. Hay un templo dedicado a la quinoa. Cerca de Paracampi está un banco genético.

2. Jariquina
Cosecha artesanal de quinoa dulce bajo fajas y pacaes. La cosecha se realiza con los propios sembrados de esta zona.

3. Caracalla
Destacan los fajas orgánicas de quinoa de la Asociación Quinoa Fajá de la zona. El cultivo se realiza con pacas y fajas (con sus propios cultivos) en un clima de alta montaña.

4. Pucara Norte
Es la primera comunidad donde se utilizó un sistema de riego por gravedad. Se cultiva la quinoa desde hace más de 100 años en esta zona.

5. Challapata
Cosecha artesanal de quinoa. La planta es orgánica y se utiliza para la producción de quinoa. Se utiliza para la producción de quinoa.

6. Huasi
Es el primer cultivo de quinoa que se ha producido en agricultura. Se produce en la zona de Huasi. La cosecha se realiza con los propios sembrados de esta zona.

7. Saravaya
Los sembrados de quinoa se realizan con pacas y fajas. Se utiliza para la producción de quinoa.

8. Santa
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

9. Tiqui
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

10. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

11. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

12. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

13. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

14. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

15. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

16. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

17. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

18. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

19. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.

20. Bado
Destacan la cosecha de quinoa en esta zona. Se utiliza para la producción de quinoa.



PRODUCTOS ECOLOGICOS DEL IMPERIO DE LOS LIPEZ

Hybridised Territories: Alternative Food Networks



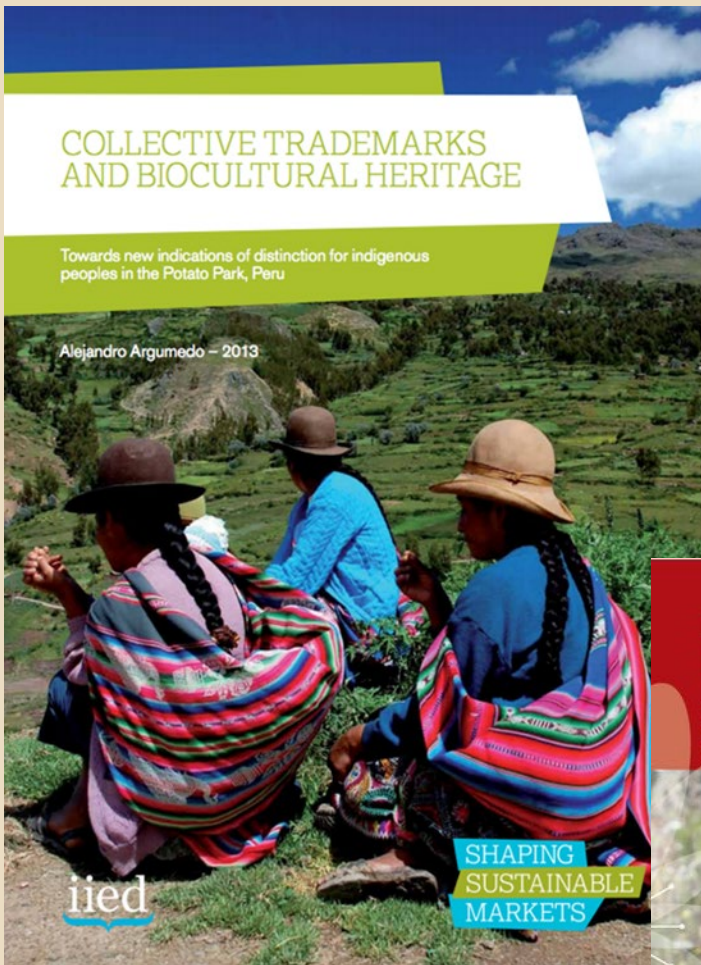
Biocultural Heritage Indications and Territories

21

COLLECTIVE TRADEMARKS AND BIOCULTURAL HERITAGE

Towards new indications of distinction for indigenous peoples in the Potato Park, Peru

Alejandro Argumedo – 2013



SHAPING SUSTAINABLE MARKETS

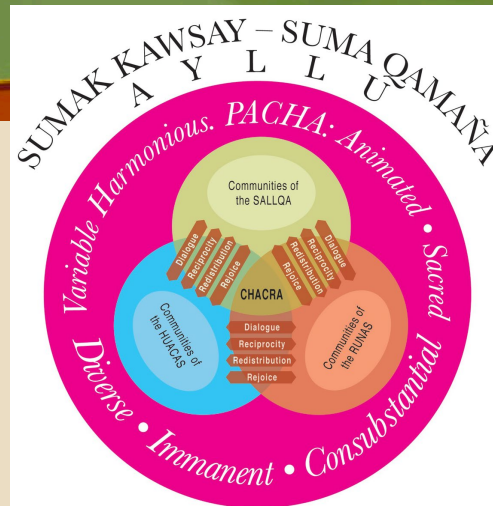
iied



Parque de la Papa
Potato Park / Cusco - Perú
Un viaje a las raíces del Ande

Community Biocultural Protocols

Building Mechanisms for Access and Benefit Sharing among the Communities of the Potato Park based on Customary Quechua Norms



Design: Kertill Berger