

## **Lecture 1**

### **Facilitating rural development and sustainability with GI: From tradition, to environment with products, to place-based GIAHS registration**

Ryo Kohsaka (Nagoya Univ.), Yoshitaka Miyake (Nagoya Univ.), Yuta Uchiyama (Nagoya Univ.)

Geographical Indication registers the tradition of the products, their socio-ecological origins and their embeddedness to their production areas, which can contribute to rural development and its sustainability by adding values and "stories." Although this definition may seem self-explanatory, the origins and connections could overlap at time and space; for example, the boundaries of production areas could be blurred. We introduce Jasmine rice in Thailand for a case overlapping in space; we also show a case with traditional vegetable with ambiguous time. In addition to the recognition of the products and their unique relation with the area, GI could support the networking and capacity-building of the members for rural development. The circulation of the products benefits local economies and livelihoods. Furthermore, as for the knowledge-sharing, we introduce Tonburi production in Akita Prefecture. The registration facilitated the sharing of production knowledge and know-how among the registered producers and preserved the local agricultural environment. In a similar way, traditional vegetables could demand the conservation of native seed varieties and the related socio-ecological landscape.

## **Session 1: Legal protection of regionally branded products, local development and sustainability**

### **Finding its place: the development of legal protection for GIs in Japan**

Rebecca Ferderer (Associate Research Officer, WIPO Japan Office, Tokyo, Japan)

Geographical indications (GIs) are a type of collective intellectual property. A GI, like a trademark, acts as a product's brand; it is both descriptive of origin and conveys information on the product's quality or reputation. Implementation of strong legal protection for GIs is on the rise globally. Japan joined the ranks of countries aggressively seeking to protect their own GIs with the promulgation of the Act for Protection of Names of Designated Agricultural, Forestry and Fishery Products and Foodstuffs (GI Act), which came into force in 2015. The GI Act introduced a new system of GI protection to Japan's largest category of regionally branded products, i.e. agricultural products and foodstuffs. Prior to the enactment of this law, GI protection could be found within the framework of existing national legislation, mainly as regional collective trademarks under the Trademark Act.

This presentation analyzes the protection offered under the regional collective trademark system and the new GI protection system. The analysis outlines the framework of legal protection provided by each system, including the objectives and scope of protection as well as the individual features of the systems.

### **Specifying *Jizake* in terms of Sustainability**

Hisashi Miyata (Kyuetzu Sustainable Design Lab. CEO)

*Jizake* was originally a term used to designate unbranded sake outside the main production districts, but its meaning evolved and it now designates a "terroir rice wine" rooted and linked to nature and to the culture of its brewing territories. In the late 20<sup>th</sup> century, *Jizake* was mainly used as a slogan for marketing and nothing was done to concretize its definition particularly concerning the way of

preserving and developing the local industries and even less attention was given to its cultural aspect. This is contrary to the terroir wines in France that promote their origin and their regionality to maintain and develop their qualities, prices and values in order to support regional industries and cultures in relation to the needs of producers and consumers.

Certainly, Japanese sake is different from wine in terms of ingredients. The nature of manufacturing and other different elements influences its quality and value. However, taking into account both Japanese national circumstances such as the decline of consumption and that of breweries, as well as the international situation where consumption is increasing as well as the number of breweries overseas, in the future it will be essential to ensure that definitions of sake, their values and their qualities are clarified. This presentation will address the verification of the patterns of form of sustainable management, which is an influenced element, linked to the natural environment, industries and local cultures in an interactive and inclusive way. This presentation will also propose that *Jizake* should be considered as a perspective of reference to a concrete social environment in order to maintain and develop *Jizake* from the point of view of institutional and informational aspects by checking eyes from global trend of Sustainable Destination Management.

## **Lecture 2:**

### **Ambiguities in the French designation/indication of origin**

Vincent Moriniaux (Sorbonne University)

The presentation will deal with geographical indications and traditional specialties in France, applied to foodstuffs except wine. Despite appearances, coming from a “terroir” is not enough for a food product to get a “protected designation of origin” (PDO). Some famous local products such as strawberries from Plougastel and mushrooms from Paris are not labelled as such. Conversely, the bergamot candies from Nancy in the East of France have a protected geographical indication (PGI), even if bergamot trees blossoms in the Mediterranean area only. There are also numbers of pasteurized PDO-cheeses and the PDO label does not protect or promote the crafts sector. In fact, most of the French PDO-cheeses are produced by Lactalis, a multinational dairy products corporation. Geographical indications actually say nothing about the quality of the products and only cares about their origin. In Japan, many producers and decision makers are influenced by French Geographical Indications but these indicators of origin have their ambiguities and the French might do well to learn from the Japanese “living national treasure”.

## **Lecture 3:**

### **Evolving GIs in European member states: strategies for adapting product specifications**

Marianne Penker – University of Natural Resources and Life Sciences, Vienna (BOKU)

Following the European Union regulatory scheme, GIs are based on collective choice, i.e. local producer groups themselves define the rules for the production process, the link between geographical origin and the specific product quality and the boundaries of the geographical area, all codified in the product specification. Producer groups also apply for amendments of these rules.

Despite a growing body of GI literature, there are few studies that provide insights into these evolving production rules and no systematic analyses of all EU amendments. We filled this gap by analyzing the propensity to amend geographical indications based on the GI type and country for all 1276 EU protected GIs and 244 amendments (Sept 2016). In an additional analysis of 82 cheese amendment

documents and several in-depth case studies, we had a closer look into the types of rules changed on farm and processing level, their directionality (stricter or more flexible rules) and the justifications provided by producers.

Our analysis shows that GIs in Italy, Spain and France have a 4 to 6 times higher propensity for being amended. Production practices are adapted to changed markets, technological developments, changes in bio-physical conditions, or newly implemented policies. Deviations between practices and production rules codified in the Product Specification create tensions. However, amending the codified rules is a difficult negotiation process between adaptation and innovation on the one hand and tradition and protection of the link between product quality and territory on the other hand. Indeed, France seems to be a country, in which identity-based cheese quality plays a comparatively stronger role. Differences in national GI processes and institutions might also explain the tendency towards strengthening standards for French cheeses, whereas other countries rather flexibilized the link to the territory. Due to missing EU guidelines, national and local institutions provide important orientation to producer groups who try to balance the need for innovation and the maintenance of a strong product identity linked to the specific natural and human resources at the place of production.

## **Session 2 (french) :**

### **Le rapport de l'homme à la terre comme explication de l'attrait pour les produits d'origine – convergences franco-japonaises**

Nicolas Baumert (Université de Nagoya)

Les différentes formes d'Indications Géographiques peuvent être pensées au cours de l'histoire de leur mise en place en France comme la caractérisation juridique et la protection intellectuelle du concept de terroir. Parti d'une expression des caractéristiques du sol pour évoluer vers une notion incluant l'historicité des sociétés humaines, le terroir indique une relation particulière à la terre, car il résulte de l'exploitation sur une période longue, par une société, d'une partie des potentialités d'un espace naturel ou d'agroécosystèmes. En japonais, un mot aussi caractéristique serait *fûdo*, qui est parfois employé pour la traduction du concept français. L'un comme l'autre reprennent cette relation de l'homme à la terre, mais « terroir » part de la terre, du lieu tandis que « *fûdo* » a un sens plus dynamique qui inclut la saisonnalité, les changements et l'apport émotif de l'humain. La présentation introduira ces différents concepts ainsi que leurs dérivés comme « *fûdosei* », « médiance » ou « géographicité » et mettra l'accent sur la transmission et la circulation de ces idées complémentaires entre le Japon et la France qui leur permettent de s'enrichir mutuellement. Les convergences entre les deux cultures permettent d'expliquer en partie le mécanisme humain à l'œuvre en amont du choix des produits d'origine géographique par les consommateurs

- The relationship of humans and earth as an explanation of the attraction for products of geographical origin - Franco-Japanese convergences

The history of the establishment in France of the different forms of Geographical Indications shows they can be considered as the legal characterization and the intellectual protection of the concept of "terroir". Starting at the beginning from an expression of the characteristics of the soil and evolving towards a concept including the historicity of human societies, nowadays the terroir indicates a particular relationship to the land, because it results from the exploitation over a long period, by a society, of parts of the potential of a natural space or agro-ecosystems. The most similar Japanese term would be "fûdo", which is sometimes used for the translation for "terroir". Both take into account the relationship between humans and earth, but "terroir" starts from the land and place, while "fûdo" has

a more dynamic meaning which includes seasonality, changes and human emotions. This presentation will introduce these different concepts, as well as their derivatives like "fûdosei", "médiance" or "géographicité" and will emphasize the transmission and circulation of these complementary ideas between Japan and France, which allow them to enrich each other. The convergences between the two cultures helps explain some of the thoughts involved in the choice of products of geographic origin by consumers.

### **Les IG japonaises et les organisations soutiennent-elles la coordination de la qualité des produits d'origine ? Comparaison avec la France**

Azusa Osumi (Université de Kagoshima)

L'acquisition de l'indication géographique (IG) au Japon peut-elle conduire à une action collective des producteurs de produits d'origine, renforçant la coordination sur la qualité au sein de la filière ? Cette présentation va d'abord clarifier les différences au niveau des textes juridiques de l'IG entre le Japon et la France / UE. Les IG japonaise et européenne partagent le même mécanisme en général, mais certaines fonctions complétées par les lois françaises, telles que le soutien aux processus de recherche d'un consensus des producteurs, n'existent pas dans l'IG du Japon. Par l'exemple des olives lucques du Languedoc, la présentation examinera comment l'IG et les organisations concernées soutiennent réellement la construction et la coordination de la qualité dans la filière. La nature et la fonction de l'INAO et de l'ODG stipulées par le système d'IG français sont importantes, et des coopératives agricoles, des syndicats et l'interprofession ont également contribué pour bien faire fonctionner le système. En prenant en comparaison le problème de coordination dans la filière de *senmaizuke* de Kyoto comme exemple, il est possible d'évaluer si l'acquisition de GI japonais pourrait améliorer cette situation. En raison de la différence des organisations existantes et du fait que l'IG japonaise est plus un équivalent à l'IGP, l'effet de renforcement de la coordination dans la filière de *senmaizuke* par l'obtention d'une IG japonaise actuelle est considéré comme limité.

- Do Japanese GIs and organizations support the quality coordination of products of origin?  
Comparison with France

Could the acquisition of the geographical indication (GI) in Japan lead to collective action by producers of original products, strengthening coordination on quality within the sector? This presentation will first clarify the differences in Japanese and France / EU GIs legal texts. Japanese and European GIs generally share the same mechanism, but certain functions supplemented by French laws, such as supporting the process of finding consensus among producers, do not exist in the Japanese GIs. Using the example of the olives "lucques du Languedoc", the presentation will examine how the GIs and the organizations concerned support the construction and coordination of quality in the sector. The nature and function of the INAO and the ODG stipulated by the French GI system are important, and agricultural cooperatives, unions and interprofessional organizations have also contributed to make the system work. By using the coordination problem in the Kyoto *senmaizuke* sector as a comparison, it is possible to assess whether the acquisition of Japanese GIs could improve this situation. Due to the difference of existing organizations and the fact that the Japanese GIs is equivalent to the PGI, the effect of strengthening coordination in the *senmaizuke* sector by obtaining a current Japanese GI is considered to be limited.

## "Le problème de l'IG Hachô miso" vu comme processus de construction d'un bien commun territorial

Kenjiro Muramatsu (Université de Strasbourg)

Le système de l'Indication Géographique qui a pour objectif de garantir le lien entre la spécificité d'un produit et son territoire d'origine fait l'objet de débats au Japon principalement du point de vue économique lié notamment à l'ouverture de marchés internationaux, et du point de vue juridique portant sur la protection des marques sur les marchés comme propriété intellectuelle. Mais au fondement du système de l'IG, on trouve la notion de « terroir » désignant l'expression d'un savoir collectif local tissé historiquement au travers d'interactions entre la communauté humaine et son environnement dans une zone géographique délimitée. Pour examiner le processus de mise en œuvre d'un tel système, il faut aller au-delà des aspects économiques ou juridiques, mais prendre en compte les conditions écologiques, culturelles, historiques et socio-économiques du produit en question. De plus, il ne s'agira pas d'étudier simplement l'histoire du produit, mais d'analyser le processus de construction d'un bien commun territorial (Lascoumes, Le Bourhis, 1998) qui se développe « autour de » cette histoire entre différents acteurs en présence (professionnels de la filière, consommateurs, habitants locaux, collectivités locales, etc.) avec des objets géographiques, matériels et techniques qu'invoquent ces acteurs.

Cette communication interrogera le mode de mise en œuvre de l'IG japonaise à partir du cas du Hacchômiso du département d'Aichi. Le Hacchômiso suscite des conflits depuis une quinzaine d'années entre des producteurs, des ministères en impliquant progressivement même des groupes de citoyens autour de la question de sa labellisation. Si un jugement politique quasi exclusivement basé sur le point de vue économique à court terme lié à l'ouverture de marchés internationaux notamment avec l'Union européenne fut appliqué, certains arguments basés sur la tradition avancés par des fabricants réputés « shinise » et reconnus comme producteurs représentatifs furent mis à l'écart. Dans ces procédures, on peut constater l'absence d'un processus de construction d'accords collectifs entre acteurs, qui prend en compte à long terme le terroir du produit et la compatibilité entre les intérêts des différents producteurs et certaines formes possibles de solidarité entre ceux-ci.

- "The Haccho Miso GI problem" analyzed as a process of building a territorial common good

The Geographical Indication system which aims to guarantee the link between the specificity of a product and its territory of origin is a subject of debate in Japan, mainly from an economic point of view, favoring the opening of international markets, and from a legal point of view relating to the protection of trademarks on markets as intellectual property. However, at the foundation of the GI system is linked with the "terroir" which designates the expression of local collective knowledge woven historically through interactions between the human community and its environment in a defined geographical area. To examine the process of implementing such a system, it is necessary to go beyond the economic or legal aspects, by taking into account the ecological, cultural, historical and socio-economic conditions of the product in question.

This speech questions the mode of implementation of the Japanese GI based on the case of Hacchômiso in the Aichi Prefecture. The Hacchômiso has been causing conflicts for fifteen years between producers and ministries by gradually involving groups of citizens around the question of its labeling. A political judgment almost exclusively based on a short-term economic point of view linked to the opening of Japan to international markets, particularly the European Union, was applied. However, certain arguments based on the long-term tradition of the product advanced by renowned manufacturers "shinise" were sidelined. In these procedures, one can note the absence of a process of construction of collective agreements between actors, that takes into account in the long term the terroir of the product and the compatibility between the interests of the different producers and possible forms of solidarity between all of them.

### **Session 3 (Japanese):**

フランスの原産地呼称制度の成立過程における問題点：シャンパーニュの事例から

福田 育弘早（稲田大学）

フランスでは、世界にさきがけて、現在の地理的表示のもとになったワインの原産地呼称管理制度を 19 世紀から法整備を始め。途中さまざまな法的不備・制度的問題を度重なる法改正によって解決し、1935 年ようやく現在の制度の基本が確立された。

その後、このフランスワインの原産地呼称管理制度は、イタリアやスペイン、ドイツやオーストリアをはじめとするヨーロッパのワイン産国のモデルとなっただけでなく、フランスでは他のチーズやハムなどの他の農産加工品にも拡大された。さらに、現在では EU の地理的表示制度にも、フランスの原産地呼称管理制度の基本的考え方が活かされている。

しかし、初期の偽造ワインの取締に端を発する半世紀にわたるフランスの原産地呼称管理制度整備の過程は、かならずしも平坦な道のりではなかった。なかでも地理的表示の適用範囲についての議論は、各地で問題を起こしている。この線引きをめぐる議論がもっとも問題になったのが、シャンパーニュの事例である。

今発表では、範囲画定をめぐる軍隊まで出動するほどの内乱が複数回起こったシャンパーニュ地方の事例を検討することで、原産地呼称の課題と問題点を明らかにしたい。

こうした歴史的検討によって、ワインというものの定義を明確にし、原産地呼称の概念を厳密なものにしていった原産地呼称制度の意義を確認することは、現在日本で進行中の地理的表示制度の課題を考えるにあたっても有意義なものであるだろう。

Problems encountered when setting up the system of the name of origin in France: the case of the Champagne

Ikuhiro Fukuda – Waseda University

The legal system put in place in France between the end of the 19<sup>th</sup> century and the mid-20<sup>th</sup> century for the designation of the place of origin of wine is the basis of current Geographical Indications. During their formalization, various legal loopholes and institutional problems were resolved by repeated legal reviews, and the foundations of the current system were finally laid in 1935. This system of designation coming from viticulture subsequently became a model for European wine producing countries, including Italy, Spain, Germany and Austria, as well as for other agricultural products such as cheese and ham. Certifications have also been extended to handicrafts and the EU geographic labeling system also uses the basic concept of the French system. However, the development of the French system for controlling the origin of products, which began with the control of counterfeit wines, was difficult to adopt. The debate on Geographical Indications has been problematic in various places especially in the Champagne region where the question of delimitation has been the most difficult and violent.

The purpose of this historical study is to present the issues and problems of the designation and delimitation of the place of origin by examining the case of Champagne where riots have taken place repeatedly resulting in the intervention of the army. The presentation will also clarify the definition of wine and confirm the importance of the designation of origin system, which has refined the concept of Geographical Indication, to answer different questions currently posed by the establishment of such a system in Japan.

地理的表示 (GI) は単なるラベリングではない—スペイン・ワインの原産地呼称制度から再考する GI の概念と機能

齊藤由香 (金城学院大学)

本発表では、地理的表示 (GI) 制度の起源とされるワインの原産地呼称 (DO) に注目し、GI が本来有する概念と機能について再考することを目的とする。

地理的表示 (GI) とは、製品の特徴・品質が特定の国や地域の地理的環境に由来する場合、その原産地を特定するために用いられる表示のことである。GI は単に原産地を表示するだけでなく、その製品が生産される土地のイメージを想起させるため、消費者の購買意欲を喚起するという付加価値を生み出す。こうした GI の地域ブランドとしての機能は、農業振興や観光促進のツールとしても日本でも大いに注目されている。

しかし、地理的表示とはイメージ創出のための単なるラベルなのだろうか。ワインの地理的表示の 1 つ、原産地呼称 (DO) についていえば、DO は産地表示ラベルとして機能するのみならず、製品の品質・特性が生産地と結びついていることを証明するものである。実際ヨーロッパでは、消費者の間でもワインの品質や味わいが産地によって識別されることが多く、DO は土地と品質を結びつける地域ブランドとして機能している。では、DO は土地と結びついた品質をいかに担保することができるのだろうか。今回はワインの DO の有する「産地訴求性」と「品質訴求性」の 2 つの側面に着目し、各産地や生産者が DO を通じて、自らの製品のもつ「土地らしさ」をいかにアピールしようとしているのかを、スペイン・ワイン産業の事例から明らかにしたい。さらに近年整備されつつある日本のワインの地理的表示についても取り上げ、今後の GI の向かうべき方向についても議論したい。

Geographic Indication (GI) is not just a labeling – Reconsidering the concepts and functions of GI from the Denomination of Origin System of Spanish wine

Yuka SAITO (Kinjo-Gakuin University)

This presentation aims to reconsider the concepts and functions inherent in the Geographical Indication (GI), by focusing on the Denomination of Origin of wine (DO), which is said to be the origin of the GI protection system.

A Geographical Indication (GI) is an indication used to identify the place of origin when the characteristics and quality of a product originate from the geographical environment of a particular country or region. GI not only indicates the place of origin, but also emphasizes the image of the place where the product is produced, which creates the added value of motivating consumers to purchase. The function of GI as a local brand has recently attracted more attention in Japan as a tool for promoting agriculture and tourism. So, is GI just a label for image creation?

The Denomination of Origin (DO), one of the geographical indications of wine, not only functions as a label indicating the place of origin, but also proves that the quality and characteristics of the product are linked to the place it's produced. In fact, among consumers in Europe, as the quality and taste of wine are often identified by the place of origin, DO functions as a local brand that links quality with locality. Then, how can DO guarantee the quality associated with the locality? Here, paying attention to the two aspects of the wine's DO, "origin-appealing" and "quality-appealing", the presentation

examines how wine-producing areas and producers are trying to promote the locality of their products through different DOs, about the case of the Spanish wine industry. In addition, the speech refers to the GIs of Japanese wine that have been improved in recent years, in order to consider the future of GI protection system.

地理的表示：コモンズと文化遺産の間で

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地理的表示産品は文化遺産(*patrimoine=heritage*)であると同時にコモンズとして考えることができる。フランスの異端派的農業経済学者たちは農業経済学のアプローチを刷新するべく、文化遺産化(Nieddu)とコモンズ(*Revue de la régulation*, 2013)について検討している。地理的表示産品については、たとえば酪農製品などの先行研究(Jeanneaux, 2019)は、GIのラベルの取得は必ずしも産品を高付加価値化せず、当該の産品に関係したアクターたちによるGI産品へのアクセス条件についてのルール（仕様書に具体化されている）の確立や生産者による供給管理が不可欠であることを明らかにした。こうした地理的表示制度は競争規則にとって例外をなしている。本報告では、農業生産を維持するために、どのように地理的品質のレントを創出し、これを公平に配分するかを、日本とフランスの地理的表示産品の比較を通じて考察したい。

Geographical Indications: Between Commons and *Patrimoine*

Fumiaki SUDA (Policy Research Institute, MAFF)

Would it be possible to conceptualize the GI products as heritage (*patrimoine*) or commons? French heterodox agricultural economists like Martino Nieddu (2013) have recently investigated the patrimonialization and commons in order to innovate in approaches for researches in agricultural economy. For GI products, many studies, such as those of milk products (Jeanneaux, 2019) have demonstrated that the simple labelling of GI is not sufficient to valorize the products concerned, and that collective arrangements are necessary. These arrangements consist of rule-making for access to common resources, and under certain conditions, supply controls which make an exception to the competitive market economics.

The presentation uses a comparison of Japanese and French geographically certified products and examines how GIs permits the maintenance of rural agriculture. How is it possible to create and equitably distribute the profits of “geographical quality” between farmers, industries and distributors despite a power imbalance?



## **Session 4: Post-modern GIs: History, Reputation and New Incentives for Distinction**

### **Seeking High-level Authenticity by Emergent Matcha Producers: The Case of GI Nishio Matcha in Aichi Prefecture, Japan**

Kae Sekine (Aichi Gakuin University)

Since the 2000s, matcha, a special sort of powdered green tea, became a popular beverage and confectionary ingredient worldwide. The sudden expansion of the market of matcha, which has commonly been considered as a product originating from Japan, raised questions about its definition, provenance and degree of standardization. In this context, a matcha producers' group in Nishio City, which is the largest producer of matcha in Japan, was certified as a sui generis Geographical Indication (hereinafter GI) in 2015; furthermore, it was elevated as an "ideal GI product" by the Ministry of Agriculture, Forestry and Fisheries. As the second-best known matcha producing region after Uji in Kyoto Prefecture, Nishio producers sought a high-level of authenticity by employing the sui generis GI system to distinguish their matcha from others produced in Japan and abroad. However, given the fact that the Japanese sui generis GI only uses the category equivalent to the EU's Protected Geographical Indication (PGI), which allows producers to use non-local ingredients, doubt remains about the potential to confidently portray the product's authenticity and origin. Employing the case of GI Nishio Matcha, the objective of this paper is to discuss the potential and limitations of the current Japanese sui generis GI system to satisfy agri-food producers who are seeking a powerful tool to survive fierce domestic and international market competition. The paper concludes that the limited recognition of the sui generis GI system both in and out of the country, as well as its limited capacity to prove the authenticity and locality of a given product despite manifestly strict criteria set by the producers' group in their Code of Practice, the current Japanese sui generis GI system does not sufficiently respond to producers' needs. The paper is based on information collected through the author's field survey from 2017 to 2018 and an additional follow-up survey in 2019 in Aichi Prefecture, Japan.

### **Geographical Indications for chicken meat in Japan: Another layer in an already complex system**

Ben Schragar (JSPS Post-Doctoral Research Fellow, Kyoto University)

Japan has a long history of specialty breeds of chickens with place-based associations, and so the wider adoption of geographical indications (GIs) might seem to provide an opportunity for solidifying these place-based practices of raising heritage breeds. However, the system of standards and certification for artisan chicken meat in Japan is already so complex that I am skeptical of GI's capacity to provide additional benefits in the case of artisan chicken meat. Rather than thinking of GI as a tool that can be applied across all commodities, I urge for a deeper engagement with the situated and scalar contexts of specific commodities. The current system for certifying artisan chicken meat in Japan has flaws, but introducing GI does not alleviate these flaws. Rather it exacerbates two of the biggest issues that I see facing the sustainability of artisan chicken in Japan: an overabundance of information facing consumers and central government policies developed through top-down processes that prioritize increased production.

I will quickly summarize aspects of the history of artisan chicken meat in Japan. In the decade preceding WWII, the Japanese government used the natural monument (tennen kinenbutsu) designation to certify 15 of the 17 domestic breeds of chickens that received this conservation designation. These natural monument chickens subsequently garnered status as exemplifying traditional Japanese breeds. In the 1980s, prefectural organizations pursued the introduction of heirloom artisan breeds using hybrids of natural monument breeds as a strategy to foster chicken meat production and support local food systems, and industry insiders called this category of chicken "jidori."

In 1999, the Ministry of Agriculture, Forestry and Fisheries introduced a Japanese Agricultural Standard for jidori (JAS jidori) that set the following requirements for JAS jidori: the use of at least 50% native heirloom breeds, a minimum lifespan of 80 days (later reduced to 75 days in 2015), and a maximum stocking density of ten birds per square meter. JAS jidori was substantially lower than the standards used by the most famous brands of artisan chicken with the strongest place-based associations such as Nagoya-Cochin, Hinai-jidori, and Satsuma-jidori. Most of these brands resisted JAS jidori certification or if they did stoop to get it continued to emphasize their brand over the role of the national standard.

Returning to the application of GI to artisan chicken meat, the first and so far only brands to gain GI status are Ibaraki prefecture's Okukuji Shamo and Tokyo Shamo. Hobbyists historically raised shamo throughout the entire country, and the word shamo derives from the Japanese pronunciation of Siam to indicate that the breed originally arrived from Southeast Asia. In addition, Tokyo Shamo failed to receive certification as jidori despite direct appeals to JAS, because Tokyo Shamo permits its chickens to be raised in cages. What are the impacts of only elevating two brands of chicken to GI status? To what extent do the goals associated with GI resonate with its application to the process for introducing GI to artisan chicken meat in Japan? How does GI impact consumer transparency and the preexisting food system of artisan chicken meat? These are some of the questions that I will consider further in the talk.

### **MAFF's Geographical Indication System and the Manganji Amatou: Why is it the only Kyoto vegetable registered?**

Greg de St. Maurice (Keio University)

Vegetables categorized as "Kyoto vegetables" have been registered and marketed under a number of different systems: Kyoto Prefecture's Kyo Brand for prefectural produce and food products; collective regional trademarks through the Japan Patent Office; and more micro place-based strategies. Still, to date the only Kyoto vegetable registered under the Ministry of Agriculture Forestry and Fisheries's Geographical Indication system is the Manganji Amatou pepper. This research addresses the question of why the Manganji pepper is the only Kyoto's traditional vegetable registered under the MAFF and what this reveals about Kyoto vegetables, the Manganji pepper, and the MAFF system for Geographical Indications.

### **Lecture 4:**

#### **GIs as a Tool for Development: Prospects and Limits**

Louis Augustin-Jean (Taylor's University)

Since the 1994 TRIPS agreement, Geographical Indications (GIs) have been used by some governments to boost rural development. However, the results have been mitigated while, based on case studies, scholars have been critical of the impact of GIs on development. This presentation goes back to this debate. Taking a Schumpeterian perspective, it argues that development, which emphasizes the cultural, social and economic dimensions of changes, is not in itself compatible with the element of tradition which is embodied in the concept of GI. However, the compatibility is found with the notion of "invention of tradition". In such way, "tradition" can be considered an innovation. Using the five forms of the Schumpeterian innovation, it is then possible to analyze some of the conditions of how GIs can participate to a dynamic of development.

## Lecture 5:

### **Diverging Public Roles in Conflict Resolution of Agri-Food Patrimony: Comparing the Implementation of Geographical Indication in Japan and Cambodia**

Hart N. Feuer (Kyoto University)

The recent migration of agri-food heritage recognition mechanisms from western Europe to Asia has initiated a spike in policy debates and implementation-related conflicts about the ownership of agri-food patrimony. While discussions about origin, provenance, and rights have long simmered in both domestic and cross-national discourse, the near-comprehensive uptake by Asian countries of European style, *sui generis* Geographical Indication (GI) policies has created an urgency to reflect on and resolve these debates. Among policymakers, who range in affiliation from agricultural to tax to commerce ministries, there is a growing sense that the current period represents a vital window of opportunity for establishing a global reputation as well as domestic protections for heritage agri-food products. There is also great unease concerning the prospect that achieving these protections and benefits will inevitably involve conflicts over patrimony that are not only difficult to adjudicate and likely acrimonious, but may even compromise the integrity of products they hope to preserve and celebrate.

This lecture will compare how two East Asian countries, Japan and Cambodia, have adopted both different outlooks on registration of Geographical Indications, and on the resolution of conflicts. Japan has largely adopted a competitive model, in which patrimony is vied for both horizontally (between producers of similar products in different regions) and vertically (between different producers in the same region). Here, the final model is one of conflict dilution, wherein space exists for as many competing producers as possible in the hopes that widespread acceptance outweighs the individual conflicts that must be adjudicated by the government. Cambodia, in contrast, has largely adopted a model of inclusivity, in which patrimony is protected through a conscientious process of bargaining and group formation led by the government. Here, each instance of a GI must simultaneously raise the value of the product and achieve sectoral synergies in terms of community and producer collaboration. The consequences of these different approaches can be seen in the pace of implementation and the alignment with the European model.

To understand the approach to managing patrimony, it is helpful to note the scope of GI inscriptions. While Japan has certified nearly 90 GIs in less than 4 years, Cambodia has only registered 3 GIs in over 10 years. While the differences in public resources between these two countries are stark, which can explain some of this, I argue that the divergence in these numbers primarily arises from a difference in outlook and intention. Cambodia is approaching GIs slowly and steadily, with each GI inscription associated with the fostering of new resources and aiming for comprehensive integration into the global (i.e. European) trade orbit. Japan is relying on the pre-existing groups to self-organize and is assuming that most important agricultural and institutional boundaries have long been clarified, such that little public intervention is required. Ultimately, the slow-and-steady vs. fast-and-furious models shape how the entire system and the individual products are received globally and domestically. In this lecture, I will elaborate these dynamics using numerous case studies from each country.