

Integrated strategies between collective trademarks and GIs

*General ideas and example of the sea salt
of Guérande*

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Introduction

- *Lessons learned*
 - *Salt producer during 45 years*
 - *Responsible of producer's group during 24 years*
 - *Manager of the cooperative during 15 years*
 - *Member of INAO during 17 years*
 - *President of a certification body during 20 years*
 - *Adviser for the implementation of GIs (Europe, South-East Asia and Western Africa) during 12 years*
- *General comments*
 - *Top-down GI approach : GIs « decided » by the State without the preliminary consent of the producers*
 - *Too many non-operational GIs although registered in their country of origin*
 - *Too many non controlled GIs*
 - *Need to improve the methodology of GI implementation*

Summary

1. *General ideas*

- *Maintain territories by cultivating local origins*
- *The issue raised to the economic stakeholders and the available tools*
- *A strategy that takes time:*
 - *Motivation of the economic stakeholders*
 - *Establishment of an effective governance*
 - *Maintain the diversity on the territory*
 - *Interest the local population*

2. *The example of the Guérande sea salt*

- *« Guérande »... a small grain of salt*
- *Economic recovery : utopia or reality?*
- *The revival of the Guérande sea salt*
- *An organization*
 - *A policy of quality and origin*
 - *A communication adapted to the strategical stages*
 - *Collective and united values*

General context and recommendations

- Concern for local authorities
 - *Make live territories with local productions*
- Concern for economic stakeholders
 - *How to make know, to value and to respect products with strong territorial identity*
- Available tools
 - Private tools as trademarks
 - *Individual*
 - *Collectives (simple or certification)*
 - Official signs of quality and origin

Key elements for the success of GIs

- Supply chain analysis
 - Take in account all stakeholders
 - From production to processing and trade
 - Large-scale and small-scale alike
 - Undertake a market study
 - Set up a reliable picture of the market situation
 - Identify the expectations...
 - Of the production stakeholders
 - Of the consumers
- Structuring the supply chain
 - GIs are a chance to structure the supply chain :
 - Need to gather all the producers in one association
 - Opportunity to organise the relationships between producers and institutional actors

An interesting stage : the collective mark of certification

"One step at a time..."

- Knowledge of the supply chain
 - *Diversity of economic producers*
 - *Inclusion of small and medium enterprises*
 - *Training of collective action*
 - *Importance of governance*
- Limited in scope initially to key points
 - *Identification of the most important elements of the identity of the product*
 - *Regulations governing of the trademark*
 - *Compliance between objectives and GI*

Advantages of collective mark of certification

- Benefit for economic operators
 - Full control of the communication
 - Liberty for writing of regulations governing of the mark
- Benefit for consumers
 - Identification easy
 - Independent auditing
- Benefit for community
 - Dynamism of trademarks

GI interest

- For the community
 - *Positive impact on markets*
 - *Incentive action on land planning (agricultural beforehand reinforcement)*
 - *Incentive action for equitable sharing of added value*
- For consumers
 - *Institutional authorities guaranties*
 - *Authenticity and transparency*
- For operators (producers, processors, traders, exporters...)
 - *Installed mechanism, as a progress approach, has to generate production costs decrease in middle terms*
 - *Products protection against unfair competition (counterfeiting products)*
 - *Productions valorisation (access to a market segment in progress)*
 - *Official guarantee of origin and quality*
 - *Reinforcement communication by public authorities*

From collective mark to GI

- Missions of GI group
- Basis of book of requirements
 - Natural factors
 - Human factors
 - *traditional and local know-how*
 - *human and environmental values*
 - Quality requirements
 - *organoleptic qualities*
 - *nutritive, nutritional... values*
- Awareness of control methods

The exemple of Guérande sea salt...

Save a heritage in betting on economic renewal... Utopia or reality ?...

- Despite the death announced of a territory because :
 - *changes of food habits*
 - *development of transports*
 - *loss of value for salt*
 - *tourist « boom » on the coast*
 - Against the wishes of
 - *dominant actors of the profession*
 - *owners of salt marshes*
 - *local and regional authorities*
- ... A handful of incorrigible utopians bet they will invert the neglected tendency

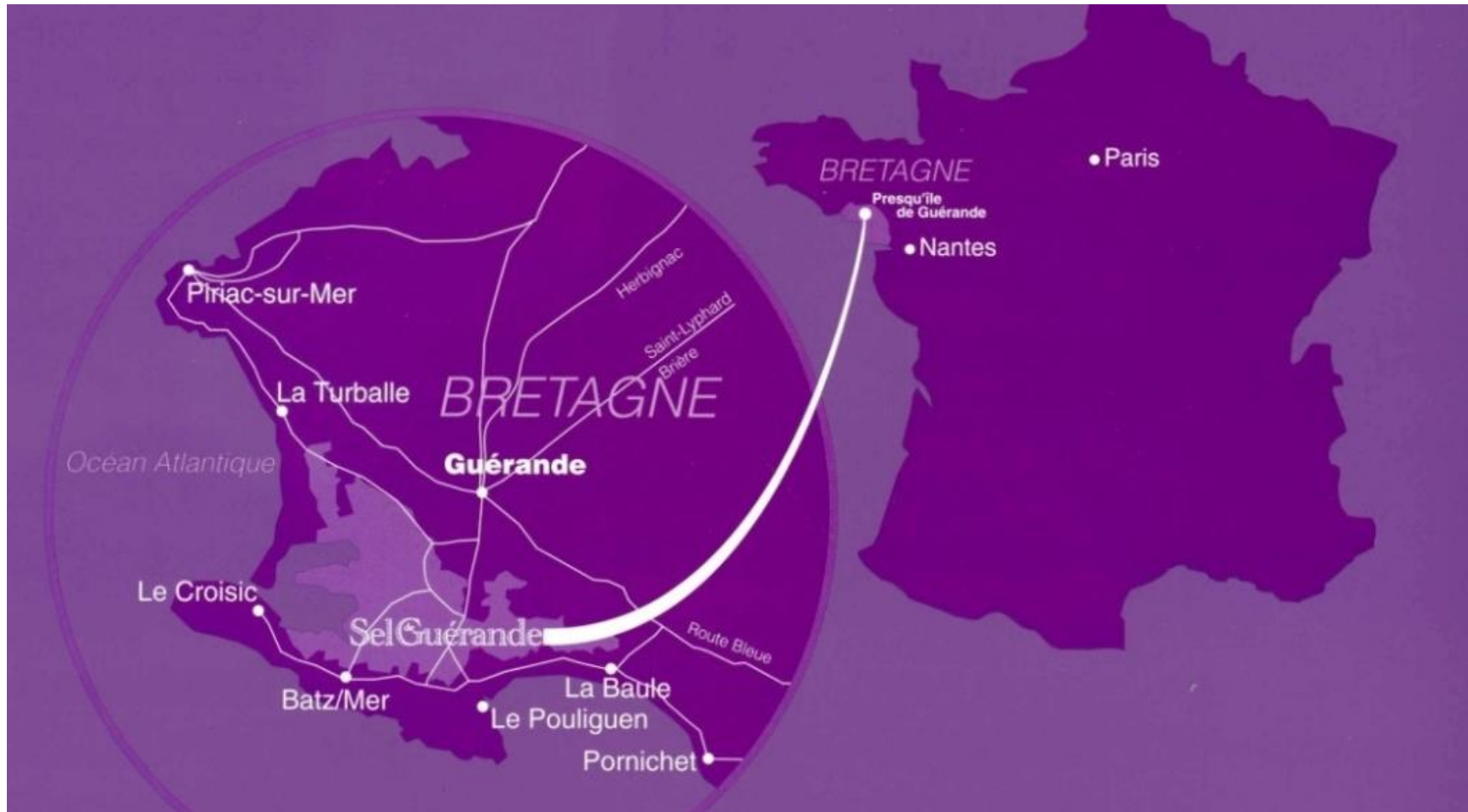
Guérande sea salt :
an exception in the world of the salt



A territory between earth and sea



Salt marshes of Guérande : on the West of France and in the South of the Brittany



Guérande... A quite small grain of salt

French production of crystallized salt= 3 000 000 MT (*)

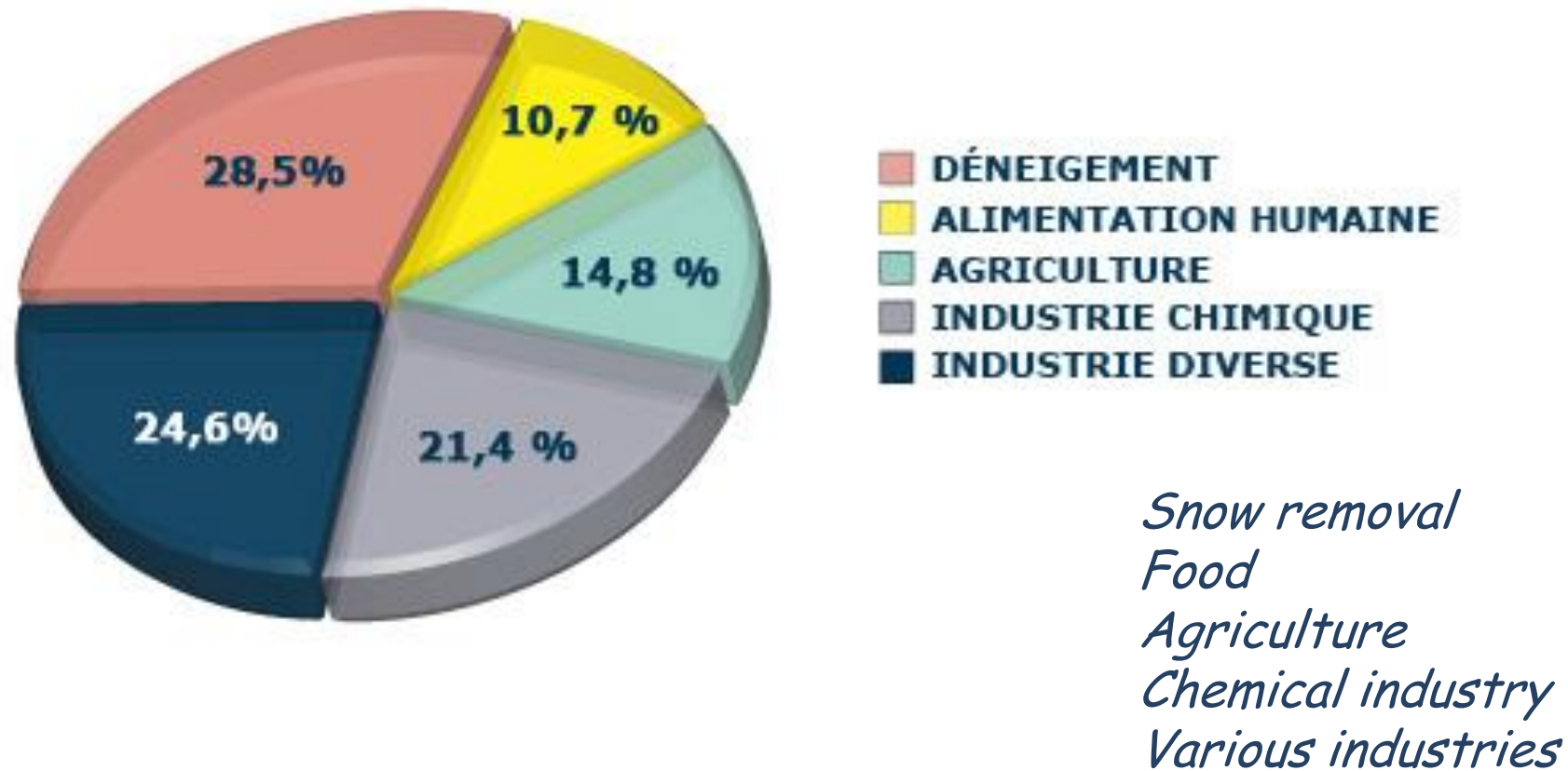
1 M T of salt from salt marshes +
494 M T of rock salt + 1 468 M T of salt ignigène



Emergence of territorial strategy

- Collective reflection on the management of salt marshes
 - with the cooperation of local authorities
 - into an associative productive work : « Association for the promotion of salt »
 - on the theme :
 - *a site : the salt marshes*
 - *men : salt producers (« paludiers »)*
 - *a product : sea salt of Guérande*
- *Objective : exceptional development of a territory rather than exceptional country*

The salt : a product in the multiple uses



Is the place of *Guérande* sea salt on roads ?...



... or in plates ?...



Main steps of the rehabilitation of the product and the territory

- Collective bodies

- *1972 : creation of a producers group*



- *1988 : creation of the producer's cooperative*



- *1990 : creation of the Association for the promotion of salt*
 - *1990 : collective validation of the symbolic name of the product : « Guérande sea salt »*
 -

Main steps of the rehabilitation of the product and the territory

- An access to the market facilitated by public or private recognitions



- 1991 : environmental trademark (« Nature and Progress »)



- 1991 : superior-quality official label (« Red label »)



- 1995 : official label patrimonial quality (« Remarkable site of the Taste »)
- 1998 : market segmentation of the salt: Visibility of salts of origin



- 2012 : Geographical Indication

2005-2012 : The saga of the GI...



- *The sea salt lost its « alimentarité » ...*
 - *order of may 1997 (Codex Alimentarius)*
 - *... and finds her 10 years later*
 - *notice AFSSA of february 2007*
 - *Order of 24 april 2007 (2 categories of salt)*
- *Negotiations with European Commission from 2005 to 2008*
- *Salt and flower-salt of Guérande obtain GI*
 - *in France : 5 February 2011*
 - *in Europe : 19 March 2012*

Main effects of the GI ...



- A group dynamic strengthened
- A cleaned up internal competition
- A guarantee of origin for the consumers
- A protection against the counterfeit goods



Impacts of the IG on the territorial economy ...

- A strengthened territorial identity
- An interest growing for the alive heritage
- A better environmental protection nature
- The development of companies bound to the food and to the gastronomy on the territory
- The evolution of a seaside tourism towards a patrimonial tourism

A protected ecosystem

The salt-producers of Guérande are the keepers of a **conservation area** since 1996. This big national site **RAMSAR** and **Natura 2000** is selected by France for inclusion in « **World heritage site** » (UNESCO)

Conscious to be the actors of a sustainable and united development, the salt producers watch to protect this balance between the man and the nature which allows the production of a quality salt and the existence of an exceptionally rich ecosystem



The sea salt from Guérande today



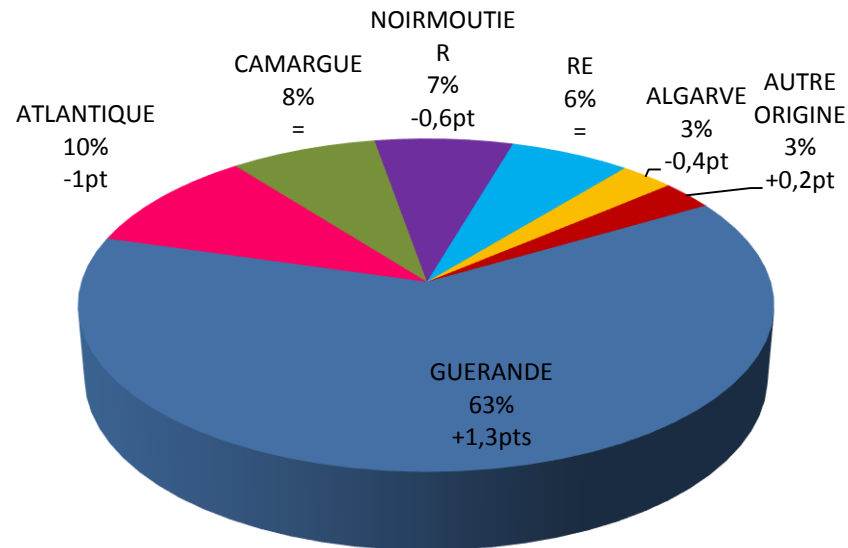
- 330 salt producers
- 1 800 ha of salt marshes
- Production
 - 16 000 tons of salt
 - 1 000 tons of flower salt
- A global turnover about 26 million euros

« Guérande » leader of salts of origin in France

The sea salt from Guérande represents more than 63 % of the market of salts of origin.

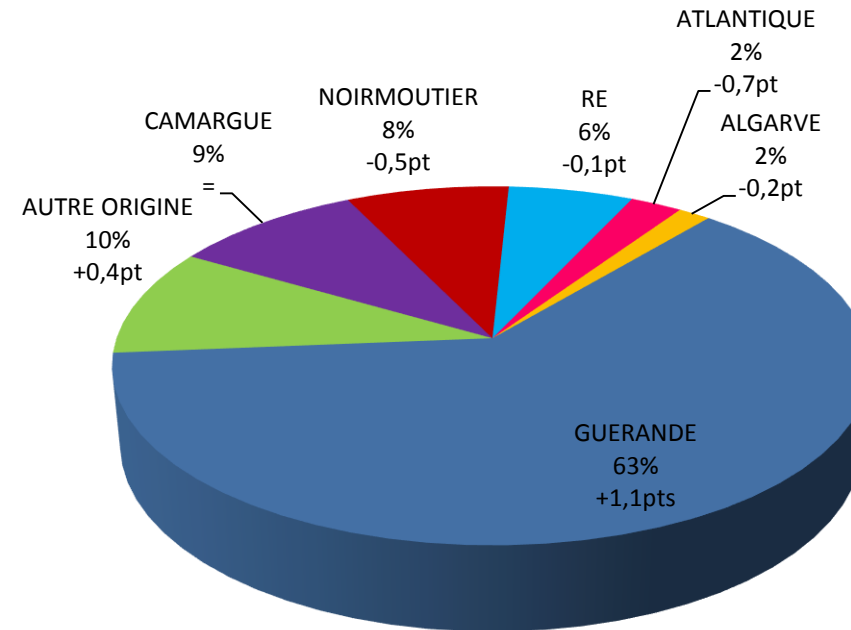
Different origins

Volume



Different origins

Value



« Guérande » : an internationally recognized salt

- 80% of the French French know the sea salt from Guérande ...
- Internationally recognized, the sea salt from Guérande is promoted in the press of the whole world ...

TEST: Salz
Bad Reichenhaller Marken Jod Salz gegen Fleur de Sel De Guérande – Tradition



Salz besteht zu weit über 90 Prozent aus Natriumchlorid, kann aber unterschiedlicher Herkunft sein. So wird das Steedsalz der bekannten Marke Bad Reichenhaller durch Verdampfen von unterirdischer Natursole gewonnen. Das Fleur de Sel De Guérande entsteht hingegen an den Küsten der Bretagne. Es wird von Hand geschöpft, ist also ein besonders aufwendig hergestelltes und teures Meersalz. Ob man



Gesamturteile „sehr gut“

Allemagne



Russie



Flor de Sal de Guérande

Cooperativa Les Salines de Guérande. La Bretagne francesa, del maris costero del Atlántico en las costas de la Bretaña francesa. Se cosecha de forma artesanal, según un método tradicional de más de 1.000 años. Es de grano más bien grueso y presenta un color gris característico del fondo marino de la región. Muy rica en magnesio y otros oligoelementos, y sin aditivos. La cooperativa Les Salines de Guérande se fundó en 1972, cuenta con 194 productores y su capacidad de producción anual alcanza las 9.000 toneladas anuales, según los datos recabados en 2016. Su gama de productos incluye flor de sal, sal gorda y sal fina y sales con sabores (hierbas aromáticas, algas y vegetales). Toda la información acerca de la sal de Guérande en la web: www.saldeguerande.com.



Espagne



Japon

« Les Salines de Guérande » : a cooperative responsible for the revival of the salt

- Numbers of salt producers : 230
- Numbers of employees : 100
- Turnover 2017 : 23 M€
- Production capacity : 13.000 T/year (= volumes sold)
- National customers : *GMS* 51% (25% à la marque « Le Guérandais), *IAA* 18%, *RHD* 14%, Divers 1%
- Export : 16% : Europe, Etats-Unis, Asie... 60 countries...



A communication which is adapted
to the strategical stages

- 3 stages in the course of the revival :
 - Identity, origin and cultural roots
 - defense of a heritage
 - Recognitions officials, fame and partnerships
 - quality, origin, gastronomy
 - Know-how, innovations, services
 - Technology products, packagings, advice of use

A symbolic added value

For 30 years, to consume some sea salt from Guérande, it is at first:

- *enjoy himself (find the taste of the salt)*
- *participate in the protection of a threatened heritage (wet zone, biodiversity, know-how and culture traditional)...*
- and it's also :
 - *support a family and territorial agriculture*
 - *develop the solidarity between producers and consumers*



A united Cooperative



**LE PARTAGE
ET LA SOLIDARITÉ
SERONT TOUJOURS
DES VALEURS
UNIVERS-SEL**



UNIVERS-SEL
des producteurs guérandais et africains
main dans la main

Une association qui permet aux paludiers de la Coopérative Les Salines de Guérande de transmettre leur savoir-faire ancestral aux paysans de Guinée et du Bénin.

- préservation des marais maritimes et des lagunes
- défense de produits éthiques basés sur un développement durable



Une association reconnue
d'utilité générale et soutenue
par Yannick Noah

Sel de Guérande
Le Guérandais

*The salt produces by the salt producers of the Cooperative and sold under the mark « Le Guérandais » was carried always by strong values shared with other producers of salt in the world by **Univers-Sel**, a partner association which practises since almost 30 years the exchanges of know-how in a context of international solidarity.*

This partnership is going to turn a new corner in 2019 with the project "Salt producers of the world", partnership between production sites of artisanal salt of several continents



Thank you for your attention