

CENTRE FOR THE STUDY OF GLOBALISATION AND REGIONALISATION

ESRC PROJECT ON GIS AND FENI

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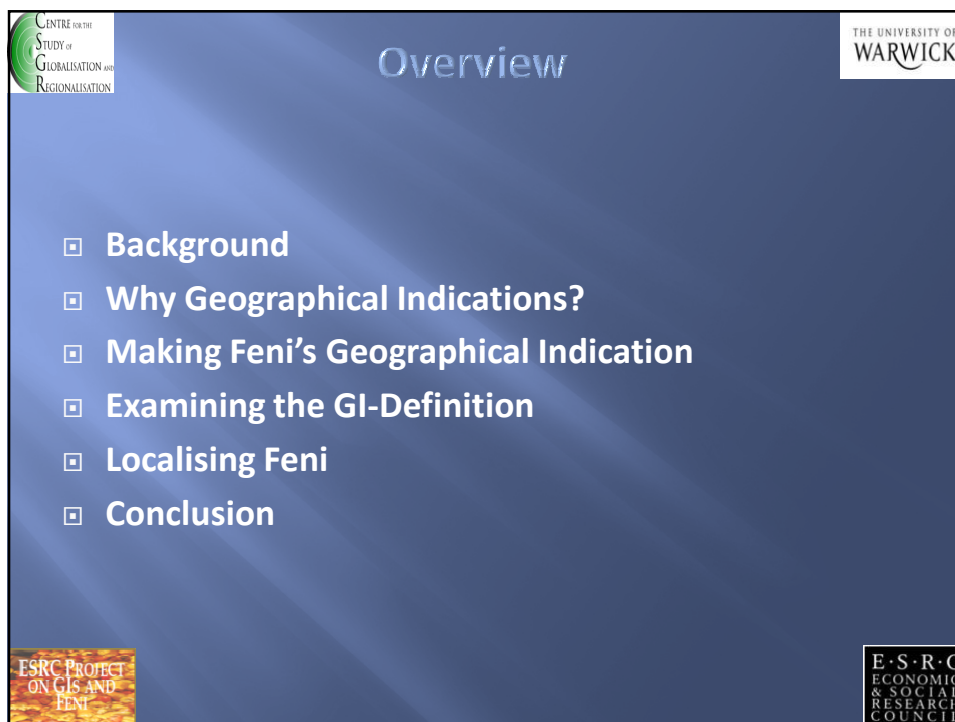
GEOGRAPHICAL INDICATIONS & LOCALISATION: A CASE-STUDY OF FENI

**India International Centre
New Delhi
30th Sept. 2009**

Dwijen Rangnekar
Research Councils UK Academic Fellow and Vis. Professor in Law
CSGR/ Warwick

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Overview

- ▣ **Background**
- ▣ **Why Geographical Indications?**
- ▣ **Making Feni's Geographical Indication**
- ▣ **Examining the GI-Definition**
- ▣ **Localising Feni**
- ▣ **Conclusion**

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Background

Overview of the Project

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Background

- Project title: ***Localising economic control through clubs: Examining the intellectual property protection of Feni***
- Funding Agency: **Economic and Social Research Council (of UK govt.)** (Grant No. RES-061-23-0119)
- Project location: **Warwick University, UK**

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Research Advisory Group

Fr. Romuald D'SOUZA
Founder Director, Goa Institute of Management,

Octavio ESPINOSA
Director, Legislative and Legal Advice Division, World Intellectual Property Organisation

Jorge Larson GUERRA
Comisión Nacional Para el Conocimiento y Uso de la Biodiversidad (Conabio).

T.C. JAMES
Director, Department of Industrial, Policy and Promotion, Government of India

S.K. SOAM
Senior Scientist, of Agricultural Research Management, Hyderabad

David Vivas-EUGUI
Deputy Programme Director, International Centre for Trade and Sustainable Development

Sarah J. WHATMORE
Professor of Environment and Public Policy, Oxford Centre for the Environment, Oxford Uni

Principal Investigator
Dwijen RANGNEKAR
Warwick University

Research Assistant
VC NAMBALA
Warwick University

Collaborating Insttt.
Pranab MUKHOPADHYAY
Santosh MAURYA
Suryabhan MOURYA
SHODH

Research Mentor
Jan Aart SCHOLTE
Warwick University

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Research Activities

- Research Methods
 - Baseline survey
 - Interviews
 - Focus groups
 - Stakeholder meeting
 - Archival research
 - Legal research; case law
 - Economic analysis

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Project Publications

- **Final Report & Policy Brief**
 - *Focussing on the problems in establishing GI specifications for Feni and how these specifications may promote localised economic control; thus, identifying complementary policies to achieve local economic control.*
- **Baseline Survey of the Feni Sector**
 - *Involving 600+ questionnaires of stakeholders, identifying broad patterns throughout the supply chain for Feni of social and economic indicators.*
- **Scholarly articles**
- **Newspaper & Magazine articles**

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Further Details at WWW.WARWICK.AC.UK/GO/FENI


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Why Geographical Indications?

Approaches to the Study of Geographical Indications



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The Popularity of GIs

- **Multilateral bodies and policy groups favour GIs**
 - Territorial-based rural development*
 - Protection of traditional knowledge*
 - Locally based and related to cultural practices*
 - Increasing proliferation of socially generated signs; but GIs as 'authored' by community of producers*
- **Dual features of GIs**
 - Culturally ensures the integrity of products throughout the supply chain*
 - Economically enables local accumulation of economic returns to region of production*

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Studying GIs (A): Clubs

- **The Idea of 'Clubs'**
 - Draws attention to difficulties in achieving consensus to 'make a GI'; and*
 - To the consequences of an GI – exclusion of those not observing club-rules*
- **Making 'Clubs'**
 - Interdependence within the club – producers share the club*
 - Cooperative Competition*
 - Social construction of consensus*

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Studying GIs (B): Localised Specialisation

- ▣ **‘Localised Specialisation’ as Geographical Indications**
*Draws attention to locally stabilised cultural repertoires; and
To the diversity of practices and transformation in habits*
- ▣ **Demands for Reflexivity: moving from a ‘politics of place’ to a ‘politics in place’**
*Focus on the ‘Making of the GI-Club’
The deployment of various rhetorics to mobilise consensus*

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Making Feni’s Geographical Indication

Assembling interests; achieving consensus



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Mobilising the Feni Sector



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- Local Interest
- GI Road-show in Goa
 - **January 2003: Technology, Information, Forecasting and Assessment Council**
- Department for Science, Technology and Environment Meetings
 - **Meetings in 2004-05**
- Establishing Goa Cashew Feni Distillers and Bottlers Association
 - **Registered in July 2006**






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Assembling the Feni-Application




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- **Formalising the 'GI-Committee'**
Documenting history; archival dating of Feni; scientific analysis of Feni liquor
- **Assembling Draft GI-Application**
Draft ready in Mar. '07; informal consultation with GI-Registry in Oct. '07; formal submission in Dec. '07 as 'Goan Cashew Feni'
- **Review of GI-Application**
GI-Registry Technical Committee reviews application at ICG, Goa – Jan. '08
- **Submitting Revised GI-Application**
Application revised submitted – Mar. '08; Second Technical Committee review – Aug. '08; GI advertised in Oct. '08 as 'Feni'
- **Successful Registration of Feni as GI**
Registered on 27th February 2009



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The GI-Definition of Feni

- Double-distilled alcoholic beverage made only from fermented juice of cashew apples, produced through the months of March to May in Goa. Further specifications include:
 - Fallen and ripe cashew apples are only used*
 - Liquor distilled in traditional pot-still with copper Bhann and Lavni*
 - First distillation produces a liquor of 16 to 17 grau*
 - Mix for second distillation uses 130 litres of Todap and 110 litres of fermented cashew juice*
 - The Grau of Feni is 19 to 20*

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Examining the GI-Definition

Recalling Changing Cultural Traditions; Securing Localisation



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The Exclusions of the Club

- ▣ Coconut / Caju Feni
- ▣ The source of raw materials – caju apples
- ▣ Pre-distilling stages
- ▣ Distilling materials and techniques
- ▣ Distilling mix
- ▣ Number of distillations
- ▣ Grau

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'Name of the Game' & Coconut Feni

- ▣ Choice of GI Name is Crucial
 - Understanding the change from 'Goan Cashew Feni' to Feni
- ▣ Exclusion of Coconut
 - No discussion by Technical Committee
 - No opposition to GI-application
- ▣ Consequences
 - Silencing a cultural past
- ▣ Common User Rights
 - Honest and concurrent users have defence to continue use of 'Feni'
- ▣ Solution
 - Inclusion of coconut Feni, with labels to differentiate

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The Raw Material

- No geographical limits to cashew source; no prohibition on transporting from outside Goa
- Consider a geographical limit in terms of cashew apple quality for distilling

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Pre-Distilling Stages

- Absence of any specifications on crushing and *Niro* extraction – all methods are acceptable
- Consider which are culturally acceptable and review implications for Feni quality

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Distilling Materials

- Explicitly specifies *Lavni* pot-still with Copper *Bhann*; excludes all other distilling techniques





Strong case for inclusion of widely pervasive 'coil' distilling system

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Distilling Mix

- Explicitly specifies the mix for second distillation: 130 litres *Todap* with 110 litres fermented cashew juice





Apparent diversity in practice; less prescriptions on cultural practice is suggested

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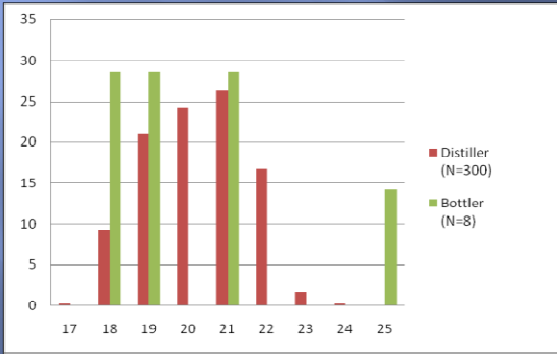
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Grau

- Explicitly specifies a narrow range of 19 to 20 for Feni

Number of Distillations	Distiller (N=300)	Bottler (N=8)
17	0	0
18	9	28
19	21	28
20	24	0
21	26	28
22	17	0
23	2	0
24	0	0
25	0	14

Cultural practices are very diverse; possible solution – a minimum *Grau* ... A point for cultural debate

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Double or Triple Distilled?

- Explicitly specifies Feni as double-distilled; legally excludes triple-distilled from using the term 'Feni'

- Appears as dominant cultural practices with many distillers adopting it; also appears to be culturally acceptable by drinkers.
- Question remains: should triple-distilled be legally excluded?

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Post-Distilling Practices

- No specifications on post-distilling practices (e.g. Storage, aging, blending)
- No explicit requirement for bottling in Goa
- **Need to recall cultural practices of storage and aging and develop culturally acceptable specifications**



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Localising Feni

Supply Routes and Geographical Indication

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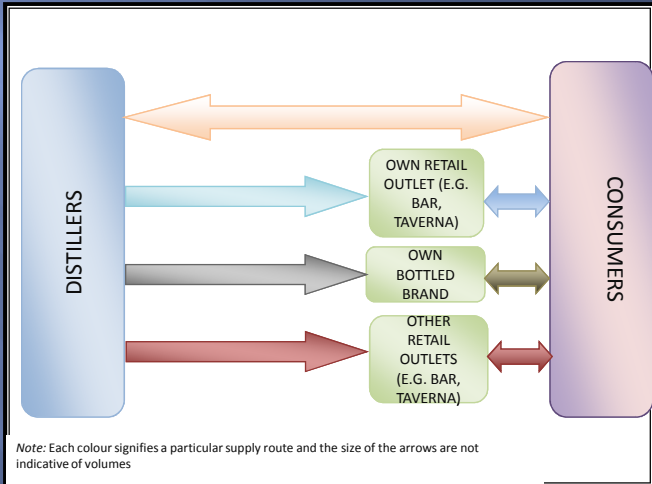





Short & Direct


Main Features


- Identity of the Distiller; 'local' reputation of distiller**
- Few intermediaries**
- Proximity between distiller and patron**
- Enduring social relations**
- Knowledge of patron**




Note: Each colour signifies a particular supply route and the size of the arrows are not indicative of volumes





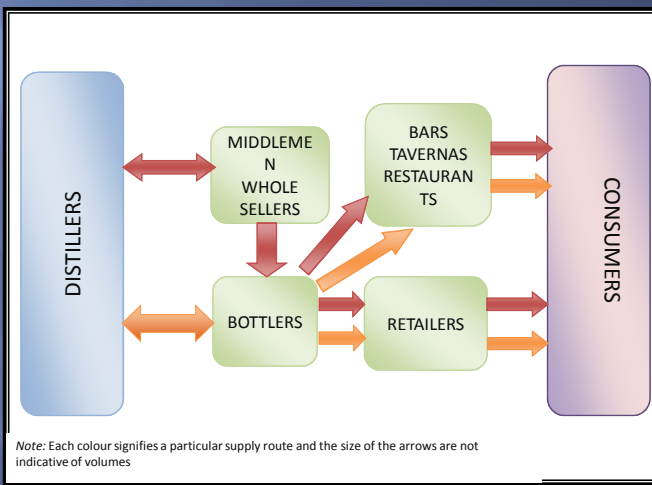





Long & Bottled


Main Features

- Primary sites of consumption – licensed liquor shops and bars/restaurants**
- Wider spectrum of social and economic consumption**
- Growing portfolio of brands**
- Negligible identity of distiller**
- 'Limited' knowledge of patron**



Note: Each colour signifies a particular supply route and the size of the arrows are not indicative of volumes





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Feni and the Tourist

- ▣ Unfortunate image of Feni
"... It tastes like gasoline .."
- ▣ Experiments to remove *caju* aroma
... Failure and robbing Feni of its distinctness
- ▣ Feni consumed as a cocktail
Possible futures of Feni amongst tourists
- ▣ The Goan Diaspora as the export market!

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Localising Feni

- ▣ Localising the ingredients
- ▣ Localising the materials and techniques
- ▣ Localising around post-distilling processes



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Conclusion

Recommendations and Suggestions



Recommendations

- **GI-Specifications**
The inclusion of coconut; explore options for more details; debate culturally acceptable rules
- **Feni Association**
Widen debate to build robust consensus; undertake Feni awareness campaigns
- **Goa Government**
Support GI-interest and provide space for consensus; but resist being co-applicant
- **GI Registry**
Maintain promotion activity; incorporate local experts in technical committee
- **Central Government**
Audit experience with GI to evaluate GI-system