

CENTRE FOR THE STUDY OF GLOBALISATION AND REGIONALISATION

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GEOGRAPHICAL INDICATIONS & LOCALISATION: A CASE-STUDY OF FENI

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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 Activities

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



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Studying GIs: Idea of Clubs

- **'Localised Specialisation' & GIs**
*Draws attention to locally stabilised cultural repertoires; and
To the diversity of practices and transformation in habits*
- **The Law of GIs - 'Clubs'**
*Obligation to adhere to GI-rules for 'Club- members'
Prohibition on use of GI on 'non-Club members'*

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Studying GIs: Making Clubs

- **Social construction of consensus**
*Interdependence within the club – producers share the club
Cooperative Competition and Contested Values*
- **Juridical moments and the 'politics in place'**
*Focus on the 'Making of the GI-Club'
The deployment of various rhetorics to mobilise consensus*

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What is Feni

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Feni

- **Raw Material**
 - Caju apple*
 - Coconut sap*
- **Process**
 - Fermentation*
 - 1st distillation of fermented juice*
 - 2nd and 3rd distillation of mix – fermented juice/distilled liquor*
 - Grau*
 - Post-distilling processes (storage/maturing)*

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The Raw Material

- Various practices in (a) geographical source and (b) harvesting techniques

- Consider a geographical limit in terms of cashew apple quality for distilling; and localising economics

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Pre-Distilling Stages

- Cultural flux of multiple techniques and materials at pre-distilling stage
- Different values and volumes

- Consider which are culturally acceptable and review implications for Feni quality

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Distilling Materials

- Notable variations in techniques; novel developments and use of extralocal materials





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

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Grau

- Wide range
- Differences between distillers and bottlers




Grau Value	Distiller (N=300)	Bottler (N=8)
17	1	0
18	9	28
19	21	28
20	24	0
21	26	28
22	16	0
23	2	0
24	1	0
25	0	14

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

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Assembling the Feni-Application

- **Local Interest / Global Negotiations**
- **Local government support**
*Department of Science, Technology and Environment
Formalising the 'GI-Committee' – documenting history; archival dating of Feni; scientific analysis of Feni liquor*
- **Drafting the 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 – Jan. 08
Revised GI-Application Submitted – Mar. 08
Second Technical Committee review – Aug. '08*
- **Successful Registration of Feni as GI**
*GI advertised in Oct. '08 as 'Feni'
Registered on 27th February 09*

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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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Scotch and its Juridical Moments

- Long tradition of conventions and customs of distilling practices
- 1823: Legalising distilling; constraining home distilling
- 1826/1832: Introduction of continuous distilling with Coffey still
- 1908/09: Royal Commission on Whisky – defines 'Scotch'
- 1988: Scotch Whisky Act revises definition
- Current Proposals: Regional names and other descriptors to be regulated



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Lessons from Case Study

- **Feni Association**
Engagement with community of distillers and build a cultural consensus / acceptance around diversity of Feni with circle of drinkers
- **Goa Government**
Support producer groups; but maintain neutrality in consensus-making
- **GI Registry**
Promote GIs; but involve local experts and patrons in evaluation of applications
- **Govt. of India**
Audit domestic experience with GIs

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