

Many foods now carry labels showing where they come from and how they are produced. In Europe – especially in France, Italy and Spain – public policies support this “origin-based” marketing. Labels of origin for wines, cheese, spirits, olive oil and meat help maintaining rural incomes and vitality.

Local products are common in developing countries too. A product’s origin is often seen as an indicator of its quality: people who have moved to one of the growing cities tend to look for foods they know back home. Gradually, local products gain a reputation among a wider group of traders and consumers.

Can regional identity be used to maintain and develop markets for smallholder producers in developing countries? This book reviews the history of origin-based products and identifies critical issues in improving their recognition. Five case studies – from Benin, Peru, South Africa, Costa Rica and France – provide insights into the opportunities and pitfalls of this type of marketing. They explore whether origin-based labelling can enable smallholder producers to develop new markets, increase their competitiveness and raise their income.

This book is intended for policy makers and practitioners involved in various aspects of pro-poor market development: those interested in developing businesses and markets for smallholders, promoting pro-poor entrepreneurship, and including smallholders in globalizing food systems.

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Origin-based Products

Lessons for pro-poor market
development

ROYAL TROPICAL INSTITUTE – CIRAD
ORIGIN-BASED PRODUCTS – LESSONS FOR PRO-POOR MARKET DEVELOPMENT



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