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## Geographical Indications in Brazil: Possibilities for Small Farmers in the APA of Ibirapuita

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### Abstract

Agribusiness is an important sector to contribute the Brazilian trade surplus. The European Union and the United States are among the main destinations of agrofood products, taking part in 29.5% and 13.7% out of the exportations, respectively. The consumers, especially the Europeans, have presented themselves more demanding in what concerns farming products for human consumption, due to the nature of these products and the frequent food crisis. Thus, market segmentation based on information about the origin of the product and production process for differentiation and price attribution has become important, due to the fact that farming systems which are scale-based and linked to the production of commodities have become weakened beyond such markets. In this context, an alternative for development for certain regions is to consider regional/local specificities as factors that determine their identity, based on the concept of geographical indications. This scenario presents an opportunity for the small farmers located in the APA of Ibirapuitã. Historically, the region is linked to animal production, due to the fact that the natural pastures there found provide a good support for this activity, which has marked the tradition, history and culture of the Gaúcho. The natural environment, therefore, characterises certain intrinsically specific attributes for the products that are originated from it, being that an important aspect in Geographical Indications. Thus, the geographical origin system is an alternative of development through the territorial perspective. This approach allows the origin of a product and/or its production processes to be valued, and to convert them into a differentiation and value aggregation factor, besides guaranteeing the products identified according to pre-established parameters in what refers mainly to environmental, social and sanitary issues, as an alternative to the new barriers present in today's economical negotiations.

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