

Tanzanian Food Origins and Protected Geographical Indications (GI)

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Geographical indication (GI)

GI can lead to higher value-added products through product differentiation based on quality, provide consumers with certified information regarding product attributes, and enhance and preserve the identity and cultural heritage of the region where a product is produced (Blakeney et.al, 2012 and Teshager W.D, 2015)

Objective of the Study

Investigate conditions under which Tanzanian origin food producers can add value by incorporating territory specific cultural, environmental and social qualities into processing, production and marketing, of unique local, niche and specialty products with the aid of Geographical Indication.

Study Area

Map of Tanzania : Showing 3 field sites.



Methods

Household-level survey and stakeholder interviews:



- 115 Producer, Seller and Consumer interviews.
- In-depth interviews for Qualitative Data.



- Focus group discussions with producer associations.
- Key informant interviews with governmental officials.

Acknowledgments

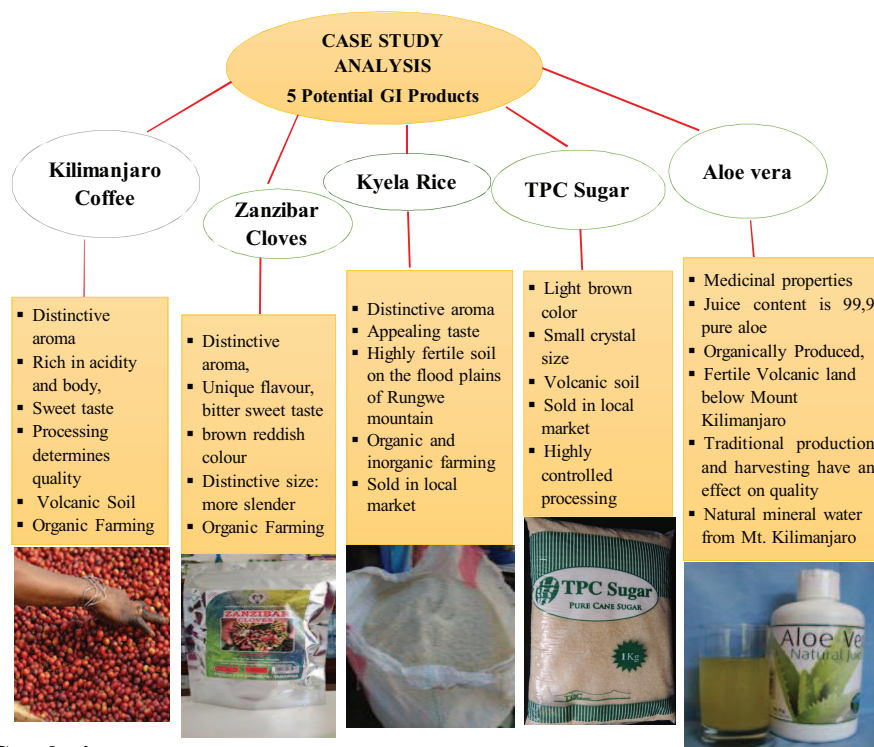
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Three EU logos

Preliminary Results

- Five Origin products clove, coffee, rice, sugar and Aloe vera locally sold and exported, with GI potential were selected for field work study (of GI potential)
- Tanzanian origin food producers can add value by incorporating territory specific cultural, environmental and social qualities into marketing, production and processing of unique local, niche and specialty products (ARIPO,2012)



Conclusion

- GI can potentially be applied to numerous crops/products in Tanzania.
- Tanzania local market may gain considerably by using GI to market its largest crops such as coffee, banana, and cashew nuts, as well as new non-traditional crops such as spices and oilseeds.
- GIs has the potential to contribute to the viability of agricultural activities in remote regions, and thus the maintenance of the ecosystems and local economy

Reference

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