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## Creating through Geographical Indication: Case of Kilimanjaro Coffee

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### Abstract

As the demand for quality food increases in the global market, many developed countries like the EU countries have used Geographical indication (GI) to protect the unique attributes linked to the area of production. GI not only provides consumers with quality food but also enables the producers of these products to earn a higher income of their product, protect the environment so they can maintain the quality of such products. Similar to the approach for wine in France and Italy, more and more coffee-producing countries try to establish appellation systems for coffee. Countries like Colombia and Ethiopia have already legally protected GIs for Coffee. The same can be done for the case of Tanzania that has a conducive environment for protecting its agricultural produce.

This paper aims at investigate extent to which GI labelling could add value to the already created value of Kilimanjaro Coffee. It as well looks at the quality traits of the product that are linked to the environment, Marketing, GI awareness and the institutional framework. A probit model based on a survey of farmers was developed to identify which factors influence the GI labelling and in turn increase farmer's benefits from coffee sales. A qualitative analysis of the product attributes was done from an in-depth interview with key informants.

Results from the fieldwork indicated that Kilimanjaro coffee organically grown below the rich volcanic soils of Mount Kilimanjaro, with unique aroma, rich in acidity and body, sweet taste with balanced flavours due to mineral nutrients from volcanic soils provides prospects for the product to be protected as a GI. The results of the regression analysis indicate that social and human capital variables significantly influence GI Labelling of Kilimanjaro Farmers in adding value to their coffee produced.

**Keywords:** Geographical Indications, Coffee, quality traits, probit analysis

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