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Protection of Kyela Rice for Geographical Indication

Innocensia John

University of Dar es Salaam. Department of Economics.

Abstract

Kyela rice is well renowned as the most aromatic rice in Tanzania. Kyela district in the plain valleys of Rungwe Mountains forms the genuine alluvial lands appropriate for rice cultivation. Kyela rice with a very high reputation in Tanzania is known for ages for its distinctive taste and aroma. Producers of such high quality product are aware of the product attributes but may not be acquiring the full benefit in the market, as most consumers are not aware of such qualities. Therefore, this generates a need to understand the key elements for Kyela rice to be a potential GI and how the producers may benefits from such protection.

In this regard, the key research question that is guiding the paper is 'to what extent the producers are aware of the attributing territorial qualities to OPs' and how they influence their business strategy. The paper applied an understanding of GI (case of Kyela rice) using the theory of asymmetric information. The analysis used a Logit regression with GI indicators, producer's perceptions and awareness of GI and compare with other GI (rice) products. This form of analysis established the relationship between the product producer, area of production and the consumer.

The study concluded that GI labelling would not only improve the prices faced by the producers but also ensure a consumer with quality products and in turn increase sales for the producers. The paper contributes to the on-going GI debate where countries are encouraged to protect their indigenous knowledge and quality products using GI.

Keywords: Geographical Indications, rice, reputation, tobit analysis

Contact Address: Innocensia John, University of Dar es Salaam, Economics, Dar es Salaam, Tanzania, e-mail: jinnocensia@gmail.com