

Article

Challenges of Geographical Indications for Family Farming in Brazil

Claudia Ferreira Fernandes¹, Cezar Augusto Miranda Guedes², Gustavo Ramón Cimadevilla³

¹ PhD in Science, Technology, and Innovation in Agriculture. National Institute of Industrial Property. ORCID: 0000-0002-8425-5953. Email: claudiaffernandes@ufrj.br

² PhD in Business Economics. Federal Rural University of Rio de Janeiro. ORCID: 0000-0003-2287-3948. Email: cezar.eco@gmail.com

³ PhD in Communication Science. National University of Río Cuarto. ORCID: 0000-0003-3333-4456. Email: gcimadevilla@yahoo.com.ar

ABSTRACT

This article is based on research conducted for a thesis completed in February 2024 in the Binational Graduate Program in Science, Technology, and Innovation in Agriculture, established between the Federal Rural University of Rio de Janeiro (UFRRJ) and the National University of Río Cuarto (UNRC) in 2008. In this segment, the influence of institutional capacity and coordination on the success of Geographical Indications (GIs) in Family Farming in Brazil is analyzed. The motivation for the study derives from the problem related to the prevalence of commodities in Brazilian trade relations, which highlights the lack of differentiation and the limited technological content of these products. Given the trend toward valuing distinctive characteristics, GIs emerge as a strategy, especially for Family Farming. The methodology adopted for the research comprises interviews with participants in the GI registration process, using IRaMuTeQ software for textual analysis and Bardin's content analysis for data interpretation. The results highlight the need to strengthen relations between institutions, consultants, and producers, emphasizing the complexity of registration with the National Institute of Industrial Property (INPI) and the importance of training consultants. The relevance of collaboration between institutions, producers, and consultants to overcome challenges and seize opportunities is highlighted.

Keywords: territorial development; coordination; institutional capacity.

RESUMO

Este artigo baseia-se na pesquisa desenvolvida para a tese concluída em fevereiro de 2024 no Programa de Pós-Graduação Binacional em Ciência, Tecnologia e Inovação em Agropecuária firmado entre a Universidade Federal Rural do Rio de Janeiro (UFRRJ) e a Universidad Nacional de Río Cuarto (UNRC) em 2008. Neste segmento, é analisada a influência da capacidade institucional e da coordenação no sucesso das Indicações Geográficas (IGs) na Agricultura Familiar no Brasil. A motivação para o estudo deriva da problemática relacionada à prevalência de commodities nas relações comerciais brasileiras, que destaca a falta de diferenciação e o limitado conteúdo tecnológico desses produtos. Diante da tendência de valorização de características distintivas, as IGs surgem como uma estratégia, especialmente para a Agricultura Familiar. A metodologia adotada para a pesquisa compreende entrevistas com os participantes do registro de IG, utilizando o software IRaMuTeQ para análise textual e a análise de conteúdo de Bardin para interpretação dos dados. Os resultados evidenciam a necessidade de fortalecimento das relações entre instituições, consultores e produtores, enfatizando a complexidade do registro no Instituto Nacional da Propriedade Industrial (INPI) e a importância de capacitar consultores. Destaca-se a relevância da colaboração entre instituições, produtores e consultores para superar desafios e explorar oportunidades.

Palavras-chave: desenvolvimento territorial; coordenação; capacidade institucional.

Introduction

The differentiation of agri-food products through Geographical Indications (GIs) is an important strategy for territorial enhancement, recognition of local sociocultural practices, and productive differentiation. By conferring identity and authenticity on products linked to a specific origin, this instrument offers competitive advantages in markets increasingly oriented by attributes such as provenance, quality, and sustainability.

In Brazil, GIs are regulated by Law No. 9,279/1996 (LAW No.º 9,279, OF MAY 14, 1996. 1996) and managed by the National Institute of Industrial Property (INPI), responsible for defining the technical and legal criteria for the recognition of products whose reputation, quality, or characteristics are associated with the



Submission: September 30, 2025



Accepted: November 6, 2025



Publication: 19/12/2025





territory of origin. Certification transforms the product into a protected asset, adding value and preventing misuse of the collective reputation that has been built up.

Several institutions play an essential role in this process. Sebrae, Embrapa, the Ministry of Agriculture, and rural extension agencies contribute through technical assistance, promotion of local governance, development of regulations for use, and training of producers (Pellin 2019). In turn, producers—usually organized into associations or cooperatives—take responsibility for ensuring compliance with established criteria, sustaining the credibility of the GI in the market (Perosa et al. 2017).

Brazilian GIs are classified into two categories: Indication of Source (IS) and Designation of Origin (DO), both provided for in the national legal framework. More than just distinctive signs, GIs are being recognized as tools for enhancing the value of territorial resources and stimulating regional development (Vandecandelaere et al. 2018). Their importance has grown since the 1990s in response to global demands for the protection of intangible assets, as defined in the World Trade Organization's TRIPS Agreement and Mercosur Decision CMC No. 8/1995. In this context, Brazil structured its legislation to reconcile international commitments and domestic demands for the enhancement of local products (Niederle et al. 2017).

For Family Farming—which, according to the 2017 Agricultural Census, accounts for more than 70% of the food consumed in the country—GIs represent an alternative for qualified insertion into differentiated markets. By valuing traditional knowledge, local natural resources, and sustainable forms of production, this instrument contributes to overcoming the logic of standardization and scale that often marginalizes small producers (Vandecandelaere et al. 2018).

Family Farming production is mainly destined for the domestic market. According to the government definition, the Family Agricultural Production Unit (UFPA) corresponds to a group of individuals—usually members of the same family—who combine factors of production to meet both subsistence needs and society's demand for food, goods, and services (Fernandes; Guedes, 2021).

Studies such as those by Martins et al. (2024) indicate that GIs, when well implemented, can increase income, diversify marketing channels, and strengthen community ties. However, their effectiveness depends on minimum institutional conditions, such as access to credit, coordination between local actors, and ongoing technical support.

Law No. 11,326/2006 (Law No. 11,326 2006) recognizes Family Farming as strategic for food security and sustainable development. In this sense, GIs are promising mechanisms for promoting short marketing circuits and valuing rural cultural heritage. Vandecandelaere *et al.* (2018) emphasize that certifications of origin can not only expand market niches, but also preserve traditional practices and promote the sustainable use of natural resources.

Despite this potential, the Brazilian international market remains heavily oriented toward commodities such as soybeans—a crop in which the country excels globally, accounting for 57.1% of global soybean exports in 2023, according to data from Embrapa (2024). In this scenario, the profile of Brazilian exports reveals structural weaknesses, marked by the predominance of commodities. These exports are not limited to the agricultural sector, but also include mining and industry, characterized by low technological content, a lack of distinctive brands, and value based mainly on raw materials, energy, and low-cost labor (Guedes and Pérez 2014).

This situation contrasts with the growing demand for traceable, sustainable products with territorial identity. As pointed out by authors such as Moreira (2016) and Valente *et al.* (2012), GIs can fill this gap by inserting Family Farming into segments with higher added value.

National and international experiences show that GIs have the potential to boost tourism, protect intangible cultural assets, and promote rural development with social inclusion (Milano and Cazella 2021). However, such benefits do not occur automatically: they depend on the existence of institutional capacity, effective inter-institutional coordination, and overcoming historical barriers faced by small producers, such as limited access to technical assistance and formal markets (Knickkel et al. 2008).

This article sought to verify the extent to which the lack of resources, institutional capacity, and coordination can impact the success of Family Farming GIs. Thus, the study aims to expand knowledge on the topic in the Brazilian context, identifying and proposing solutions to problems related to registration, in order to support decision-making by the institutions involved and the formulation of public policies for the sector.

This work is an updated version of the research developed for the thesis defended in 2024 at the Federal Rural University of Rio de Janeiro (UFRRJ), the full text of which is available in the university's institutional repository, and is not a complete reproduction of the original work.



Methodology

The choice of participants interviewed sought to reflect the diversity of actors involved in the process of recognizing and maintaining GIs. Rural producers represent the fundamental link in production, holding traditional knowledge and the territorial identity of the product. Consultants play a strategic role in organizing demands, preparing technical dossiers, and liaising with competent bodies. The INPI is the institution responsible for analyzing and granting registration, defining legal and technical criteria, and standardizing the use of GIs as industrial property assets. The presence of these different agents provides an integrated understanding of the challenges, perceptions, and strategies that permeate certification and its effectiveness as a policy for promoting Family Farming.

The procedures and research sources used in this study focus on textual material derived from interviews conducted during field research, financed with our own resources. The interviews were attended by INPI officials involved in registration issues, producers, and consultants appointed by the entities applying for registration of GIs already recognized and identified with a Declaration of Aptitude for PRONAF - DAP (active or expired).

Although this study did not focus on a detailed analysis of a single GI case, the scope of the sample, composed of different regions, products, and stages of organization, allows for the identification of relevant patterns and contrasts. This approach makes it possible to discuss not only the technical aspects of registration, but also the historical and institutional context in which it occurs, including the interactions between farmers, consultants, and the INPI.

The IRaMuTeQ software — *Interface de R pour les Analyses Multidimensionnelles de Textes et de Questionnaires*, developed by Pierre Ratinaud in 2009 — was used for the textual analysis of the interviews. This is free, open-source software licensed under GNU GPL (v2) that uses the statistical environment of the R software. IRaMuTeQ is widely used in studies in the humanities and social sciences and employs the same algorithm as Alceste software to conduct statistical analyses of texts, including Descending Hierarchical Classification (DHC), as well as other lexical analyses that aid in the interpretation and understanding of texts (Salviati, 2017).

The IRaMuTeQ software offers a varied set of lexicometric procedures that can be used for the analysis of interview data, such as: classical textual statistics, Specificity Analyses, Descending Hierarchical Classification (DHC), Correspondence Factor Analysis (CFA), Similarity Analysis, and word clouds (Sousa et al., 2020), which are described in Table 1.

Table 1 - Types of textual analyses offered by IRaMuTeQ for interviews.

Type of Analysis	Description
Specificity Analysis	Associates texts with variables, enabling the analysis of textual production based on characterization variables.
Descending Hierarchical Classification (DHC)	Based on the chosen classes, the program calculates and provides the most characteristic text segments for each class, allowing for the contextualization of the typical vocabulary of each class.
Correspondence Factor Analysis (CFA)	This is a graphical representation of the data to help visualize the proximity between classes or words.
Similarity Analysis	It allows the identification of co-occurrences between words, and its result indicates the connection between words, helping to identify the structure of the representation.
Word Cloud	It groups words and organizes them graphically according to their frequency.

Source: Prepared based on Camargo and Justo (2013) and Fernandes (2016).

As IRaMuTeQ processes lexical analyses from textual material, the Content Analysis technique (Bardin, 2015) was chosen as the theoretical-methodological positioning for data analysis. Through this, it is possible to identify and analyze the categories present in the corpus, pointing out evidence through excerpts from the participants' narratives that deal with such categories, drawing a parallel with the literature present in the thesis, which deals with that theme (Souza; Bussolotti, 2021).

For the textual analysis of the interviews, CHD was used, which classifies text segments according to their respective vocabularies. Text segments are normally represented by three lines, depending on the transcription and size of the corpus. The set of these segments is fragmented according to the frequency of reduced forms (Camargo; Justo, 2013). “This interface allows, based on *the original corpus*, the retrieval of text segments and the association of each one, enabling the grouping of statistically significant words and the qualitative analysis of data” (Souza *et al.*, 2018, p. 2).



Thus, the objective of the textual corpus analysis, produced from the interviews conducted, is to understand the themes present in the participants' narratives and explain the phenomenon studied (Souza; Bussolotti, 2021). Therefore, what is proposed is to treat the narratives using IRaMuTeQ to understand the research participants' conceptions of the registration of Geographical Indications and the actions of the actors involved in the registration process.

Data source for the corpus

To use the IRaMuTeQ software, it is necessary to build a corpus that will be processed in the program. The corpus is created by the researcher and consists of the set of texts to be analyzed. In the present research, the corpus is composed of a compilation of interview transcripts, which were gathered into a single text file. To this end, the texts originating from the interview transcripts were organized into command lines, called metadata. In the interviews, each one represents a text and, as such, must be preceded by a command line containing information such as the interviewee's identification number and some variables relevant to the research design (Camargo; Justo, 2013).

To compile the Corpus, oral reports from interviews conducted with producers, consultants, and INPI employees between April and August 2023 were transcribed. All interviews were conducted via videoconference, using tools such as WhatsApp or Google Meet, provided by UFRRJ in the latter case.

Data collection and sample delimitation

Data collection was carried out with the approval on November 18, 2021, by the Ethics Committee of the Federal Rural University of Rio de Janeiro, in the CEP/UFRRJ System, through Process 23083.065940.2021-18, in accordance with Resolution No. 466/12, which regulates research procedures involving human subjects. This work was only carried out after each participant accepted the Free and Informed Consent Form (FICF), as well as the Consent Form, in the case of participating institutions.

To select the interviewees for the sample, a preliminary survey was conducted based on the CNPJ (Corporate Taxpayer ID) of the applicants for GIs registered by April 4, 2023, as listed in the technical data sheets available on the INPI website. Based on the CNPJ survey, the DAP (¹) Statement of Aptitude for Pronaf was consulted through the platform available on the Ministry of Agriculture and Livestock website, where it was possible to identify the DAP status (valid, expired, or unregistered) of each applicant, in order to identify those GIs with Family Farming participation. It is worth remembering that until then there were three DAP models available to family farmers: Main DAP, Accessory DAP, and Special or Legal DAP. The latter “identifies and qualifies rural family enterprises organized as legal entities (which have a CNPJ), such as associations, cooperatives, and agro-industries” (Federal Government, 2019) .

Thus, as the applicants for GIs are representatives of producers organized in some type of association, the Legal DAP was consulted. From this consultation, 10 organizations applying for GIs registered with the INPI with valid or expired DAPs were identified. However, among the 102 CNPJs consulted, there is the Central of Family Producers' Cooperatives of the Juruá Valley - Central Juruá, representative of the Cruzeiro do Sul GI, which, despite having the term “Family Producers” in its name, is not registered in the DAP verification system, but despite this condition, it was considered for the composition of the sample.

Once the 11 applicants had been identified and selected², the invitation phase for participation in this research began, by telephone and email, using the technical data sheets of the INPI, the Data Sebrae database, and the IG accounts found on Instagram. Contact was successful with all the applicants listed, with the exception of the applicant for the Ortigueira GI. Even so, it was not possible to conduct interviews with producers or consultants from the Mara Rosa Region GI and the Tanguá Region GI. Thus, the selection of producers and consultants from the GI applicants for the composition of the Brazilian sample of interviewees was established as follows (Table 2).

At the same time that the GI applicants were contacted, an attempt was made to formalize the request for authorization to conduct the research with the INPI. According to the guidance obtained from the institution, the formal negotiations took place through an administrative process, processed in the SEI system. As soon as

¹ The DAP Extract has been replaced by CAF-PRONAF, which will be issued through the CAFWeb System (Federal Government, 2023) , which was not yet available for consultation in August 2023, during the final writing phase of the thesis that gave rise to this article.

² However, the strategy of using the DAP to identify Family Farming GIs proved ineffective, as observed after the interviews, given that Central Juruá did not have the Legal DAP, but its members had individual DAPs.



authorization was obtained, interviews were scheduled with the four INPI employees indicated by the agency to participate in the research. The research sample consisted of a total of 20 interviewees, including eight consultants, eight producers, and four representatives from the National Institute of Industrial Property (INPI).

Methodological limitations

Qualitative analysis with statistical support, such as that performed with IRaMuTeQ software, offers valuable triangulation between the interpretation of discourse and the measurement of lexical occurrences. However, this approach has inherent limitations, such as reducing the complexity of the content to statistical patterns that may lose important contextual nuances (Brigido Vizeu Camargo and Justo 2013). In addition, the use of qualitative data in quantitative analyses requires rigorous care in the preparation and segmentation of texts to avoid bias. It is also recognized that the interpretation of classes and graphs depends on the researcher's expertise and may be subject to subjectivity. Therefore, it is recommended to complement these methods with traditional qualitative analyses and validation through other sources to ensure the robustness of the results.

Regarding sample size, although a larger number of participants was achieved, the research faced communication difficulties due to internet access problems in certain locations. This resulted in cases where producers agreed to participate in the research, but interviews by phone or video call could not be conducted due to lack of internet signal. In some cases, a lack of interest in participating in the research was also observed, possibly due to high demand from other students, without offering feedback on the results of their research, as reported by many producers.

Table 2 - List of Brazilian GIs identified with PDO.

No	Applicant	Geographical Name/ Donym	State	Product	Species	DAP Status	Participants
1	Association of Quality Aguardente Producers of the Abaíra Microregion	Abaíra Microregion	BA	Cachaça-type sugarcane spirit	IP	expired	1 producer 1 consultant
2	Mara Rosa Saffron Producers Cooperative – COOPER SAFFRON	Mara Rosa Region	GO	Saffron	IP	expired	No confirmation of participation in the survey
3	Carlópolis Agroindustrial Cooperative – COAC*	Carlópolis	PR	Guava	IP	valid	2 producers 2 consultants
4	Solidarity Agro-Family Cooperative – COOFAMEL	Western Paraná	PR	Honey from <i>Apis mellifera</i> <i>escutellata</i> (Africanized honeybee) - Honey from <i>Tetragonisca angustula</i> (Jataí)	IP	valid	3 producers
5	Association of Milk and Cheese Producers of Marajó	Marajó	PA	Cheese	IP	expired	1 consultant
6	Mixed Cooperative of Family Farmers and Extractivists of Caetés	Bragança	PA	Cassava flour	IP	valid	1 producer
7	Association of Honey Producers of Ortigueira – APOMEL	Ortigueira	PR	Honey – <i>Apis Mellifera</i>	DO	valid	No confirmation of participation in the survey
8	Association of Banana Growers of the Corupá Region - ASBANCO	Corupá Region	SC	Banana (Cavendish subgroup)	DO	valid	1 producer 1 consultant
9	Sateré-Mawé Producers Consortium	Andirá-Marau Indigenous Land	AM/PA	Waraná (native guarana) and waraná bread (guarana sticks)	DO	expired	2 consultants
10	Association of Citrus Growers and Rural Producers of Tanguá	Tanguá Region	RJ	Oranges of the species <i>Citrus sinensis</i> of the varieties Seleta, Natal Folha Murcha, Natal Comum	DO	valid	It was not possible to conduct interviews, although they confirmed their participation in the survey.
11	Central Cooperative of Family Farmers of the Juruá Valley - CENTRAL JURUÁ	Cruzeiro do Sul	AC	Cassava flour	IP	not registered	1 consultant

The applicant listed in the Technical Data Sheet for the Carlópolis GI, available on the INPI website, is the Association of Vegetable and Fruit Growers of Carlópolis (APC). However, when contacted, this entity stated that a request to change the procedural substitute for the Carlópolis GI to COAC was pending with the INPI. Source: Prepared by the authors.



The selection of Brazilian GIs for the interview sample through the identification of the DAP was not effective. Through an interview with the Sebrae consultant who worked with Central Juruá, proponent of the Cruzeiro do Sul GI, which does not have a DAP, it was reported that producers have individual DAPs. Thus, there may be other cases in the same condition that were not mapped for the sample composition. Additionally, the DAP was replaced by CAF-PRONAF in 2023, and the MDA was undergoing restructuring since it had been abolished during the Jair Bolsonaro administration. Thus, it is plausible to consider that the MDA system was undergoing updates, which could impact the updating of available information.

Another limitation of the research in Brazil was the conduct of interviews virtually, which made it impossible to observe the interviewees' work environment, as well as production practices and product experimentation. Therefore, issues related to these aspects could not be addressed or contrasted with the discourse of the interviews.

Regarding the selection of research participants from the INPI, the strategy adopted consisted of conducting interviews with civil servants directly involved in the analysis of applications for registration of Geographical Indications. It is important to note that this restricted the approach to other activities of the agency, such as the dissemination of GIs, since there is a specific area within the agency to deal with this issue, which was not included in the sample of interviewees.

Based on these limitations, it is advisable to conduct additional research that replicates the same methodological approach, aiming to increase the number of participants in all groups mentioned in the study. Special focus should be given to small family farmers in order to deepen the understanding of their challenges and perceptions regarding the concept of Geographical Indication.

Results and Discussion

The corpus analyzed consisted of 20 interviews referring to the answers to questions asked using a semi-structured script, divided by IRaMuTeQ into 2,341 text segments (ST), which contained 7,035 distinct forms (words or expressions) that occurred 78,874 times. The CHD retained 1,904 of the 2,341 STs, with 81.33% being considered for classification, meaning that 18.67% were rejected after analysis. Camargo and Justo (2013) state that for CHD analyses to be considered useful for classification, a minimum retention of 75% of the text segments is necessary.

For the composition of the CHD, shown in Figure 1, the program divided the corpus into two, distinguishing classes 1 and 2 from the third. This means, therefore, that classes 1 and 2 have greater proximity or relationship with each other. The classes generated from the CHD represent a context of word meaning and can point to social representations or elements of social representations about the social object studied.

Considering the representation of classes according to the percentage of words, class 3 (represented by words related to Market) was the most frequent, with a percentage of *the corpus* analyzed in the order of 48.3%. Next is class 2 (related to partner institutions), with 27.8%, and class 1 (related to the GI registration process at the INPI), with 23.9%. Thus, it can be seen that the two classes with the lowest representation, classes 2 and 1, show an existing weakness in the institutions, since although the classes are close, they have a problem of effective integration with the market.



Figure 1 - Descending Hierarchical Classification. Source: Prepared by the authors with data extracted from IRaMuTeQ

In order to give meaning to the word clusters assigned to the Classes, the most significant excerpts provided by IRaMuTeQ in each of them were analyzed, applying the content analysis methodology (Bardin, 2015). The interviews reveal the interaction between three central institutional groups in the GI process: (i) Producers, guardians of know-how and territorial identity, who provide the evidence and practices necessary to support the application; (ii) Consultants, who act as technical mediators, organizing dossiers, conducting historical research, and coordinating the different agents involved; and (iii) The INPI, the agency responsible for analyzing and granting registration, establishing legal and technical criteria for registration.



In addition to these, other institutions appear as indirect partners or facilitators—such as Sebrae, state science and technology agencies, and research institutions—performing technical and institutional support functions. Joint action (or lack thereof) directly influences the speed, quality, and scope of registrations, in addition to revealing tensions between local demands and the formal requirements of the industrial property system.

It is observed that most of the difficulties reported are linked to the adaptation of communities and their organizations to a certification model that, historically, was designed to harmonize with international industrial property standards. Although this alignment is necessary to provide legal certainty and international competitiveness to products, it poses additional challenges to family farmers and traditional peoples, who do not always have the technical and financial resources to fully comply with the requirements within the established deadlines.

Class 1 Analysis (red) – Challenges and complexities in registering GIs with the INPI

Based on the significant frequency with which delays and requirements are addressed, 20 segments were selected that stand out as the most significant among the excerpts grouped in this category. Excerpts 1 and 2: They point out that the gradual construction of the GI based on the requirements made by the INPI represents a challenge that interferes with the time it takes to complete the process.

[...] Today, it takes nineteen months, but it could be twelve. But it's not because of...some applications sometimes take two years, three years to come out because the applicant builds the GI based on the requirements made by the INPI (Interviewee_018 *Segment_INPI *Person_Server02).

And the concern is that there was no need to make demands that imply that...that there is no recognition, but that this situation is being constructed, so to speak, throughout the process at the INPI. So, the challenge is: when faced with this request, the situation must actually predate the filing of the request and must truly reflect what actually exists, rather than being a demonstration throughout the process of those situations necessary for each species (Interviewee_019 *Segment_INPI *Person_Server03).

Excerpts 3, 4, and 5: Highlight concerns about the requirements imposed by the INPI and report the specific requirement that arose during the process, implying a delay in the procedure, possibly due to a shortage of examiners at the time mentioned.

[...] Technically, an illustration, and they really needed it, from the source file there that shows the cartographic points and everything. Then there was this requirement. In this single requirement that we had...well, the process was, uh, not so fast, because nothing is fast. Imagine back then, right, with even fewer examiners, right? [...] (Interviewee_008 *Segment_Consultant *IG_Abaira*Person_Consultant05).

[...] So, he, uh, we only had an illustration, right, in PDF or JPEG format, which illustrated the region and the descriptive memorial, providing references. However, uh, we knew that, uh, the need to have this certification, to have this file containing the entire, right, perimeter of the area, right? And, and this, this, this descriptive memorial has to be detailed. So, that was the only requirement, right? We had the preliminary phase, the documentary phase, uh, all of it, uh, without any kind of requirement, and in the merit phase, they detected that there was only one illustration, right? [...] (Interviewee_008 *Segment_Consultant *IG_Abaira*Person_Consultant05).

[...] from the protocol onwards, it was an administrative process, eh, after that, right, that, that hospitalization, eh, that stayed there, eh, stayed with that liability, we managed to organize, we made a protocol, eh, with the INPI. We had a single requirement, OK? Eh, and we were already prepared for it because it was the issue involving the georeferencing of the micro-region (Interviewee_008 *Segment_Consultant *GI_Abaira*Consultant_Person05).

Excerpts 6 and 7: Highlight the importance of collaboration between institutions during the GI registration process and mention coordination with other institutions as facilitators in communication with the INPI.



Well, when we had to justify the requirements, for example, the INPI worked hard. The INPI collaborated a lot to demonstrate the original quality of guaraná and the origin of that territory. [...] essentially it was INPI, INPI, FAO... [...] Sorry, sorry, I said INPI. No, it's INPA. INPA (Interviewee_016 *Segment_Consultant *GI_Indigenous_Land_Andira_Marau *Person_Consultant08).

[...] Then we went through the CIG, right, because it was difficult to talk to the INPI. And then I would ask the questions to the CIG and the CIG would talk to the INPI, because that's a more defined institutional relationship (Interviewee_015 *Segment_Consultant *IG_Terra_Indigena_Andira_Marau *Person_Consultant07).

Excerpt 8: He mentions that, despite the bureaucracy, there was a learning curve throughout the registration process.

Look, the registration process at the INPI was... well, the bureaucratic part is time-consuming, but not that much, and I believe that the requirements that were imposed were fair and even encouraged us to 'pfuu ah' (*sít*)... I can tell you 'affs' (*sít*) annoyed, right, come on, this isn't working, you have to, they'll ask for this, then they'll ask for that, they'll ask for that, but at the end of the day, it's these demands that helped us grow, helped the Indians become aware of things, ah, ah, more advanced, about how the world works, how bureaucracy works, but also about their own production, the importance of respecting protocol, etc. (Interviewee_016 *Segment_Consultant *IG_Terra_Indigena_Andira_Marau *Person_Consultant08).

Excerpt 9: Highlights the strict nature of the requirements made by INPI examiners during the GI registration process and the examiners' lack of knowledge about the local reality.

For example, they want you to provide photographic evidence from a time when there were no cameras. They want you to provide evidence from newspapers and books in a region where the humidity level is 100%. So, today, paper is not created. Paper quickly disappears, moths eat it. [...] but tell them to come here to Marajó, so they can see what the reality is like on a farm that has been producing cheese for over two hundred years... if you can find any books, any clippings, newspapers, newspaper clippings. There is no such thing. So, it's not easy (Interviewee_007 *Segment_Consultant *IG_Marajó *Person_Consultant04).

Excerpt 10: Mentions holding videoconference meetings to clarify questions about the rejection of the application, demonstrating a clear willingness to promote constructive and enlightening dialogue

[...] Some prefer videoconferencing because they are in other states, right? But nowadays, if they made the request to understand what the INPI wanted to ask with that, or to clarify doubts about why it was rejected... Just this week we had a meeting with the Secretary of Science and Technology of a state [...] together with the examiner, to clarify questions about the application that was rejected (Interviewee_018 *Segment_INPI *Person_Server02).

Excerpts 11 and 12: They mention the difficulty that producers had in gathering the supporting documentation necessary for GI registration.

[...] That was a demand they had there, historically, for almost two years they didn't know how to finalize the geographical indication, right? To organize the documentation to be able to make the protocol, the deposit for the INPI (Interviewee_008 *Segment_Consultant *IG_Abaira *Person_Consultant05).

So, Sebrae, as I am a group facilitator, that is, I lead the entire group discussion process. Then, Sebrae provides a consultant who specializes in documents. This consultant goes to the city and conducts research because they need to gather all the historical information. Then, they start asking the producers themselves for newspaper records and documentation, and they build the history of that product (Interviewee_004 *Segment_Consultant *GI_Carapolis *Person_Consultant01).

Excerpt 13: Shows that the requirements formulated during the GI registration process represent an effort by the INPI to grant recognition.



[...] The GI already belongs to them. If they manage to apply properly. So, I always try, I...we make as many demands as possible to see if we can streamline the process, but sometimes it doesn't work (Interviewee_018 *Segment_INPI *Person_Employee02).

Excerpts 14, 15, and 16: They point out the importance of GI registration for its protection and for promoting local development.

Once it is registered with the INPI, that gives it the strength to go to court. Look, this guy here is using the name of the geographical indication, which is an asset as a trademark, which is prohibited by law, right? In fact, it is a crime under the LPI (Intellectual Property Law) (Interviewee_018 *Segment_INPI *Person_Server02).

[...] This tool is something much bigger for everyone, even the INPI itself, which is the official registry office, right, that registers and grants this seal to the territory, to the product (Interviewee_007 *Segment_Consultant *IG_Marajó *Person_Consultant04).

[...] and I studied it, I study it, because I really believe in it and that's why I really like working where I work, in the Division where I work at the INPI. Eh, I believe in the potential that geographical indication has for rural development, local development (Interviewee_017 *Segment_INPI *Person_Employee01).

Excerpts 17 and 18: Highlight the need for the INPI to establish a standard for analyzing applications and to streamline the process.

It's the lack of understanding of the whole, many people, uh, uh, looking at the same process differently, asking for requirements that the other had already passed, you know? Uh, asking for evidence of something that was *already* OK, so you ask, you don't ask for the process. I think so, it's missing, the process is missing. It's missing, it's missing, as if it were an ISO, something like that, where you have a path, right? Oh, the path from here to there has already been seen, right? You have to look ahead, I asked, there were three requirements, fine. Did you meet the three requirements? Done. No, but look, I read the whole process, my colleague forgot to see this one, right? So, but like, these things are very redundant sometimes. Because, like, eh, so I think that's basically it. I think it could be more agile (Interviewee_005 *Segment_Consultant *GI_Carolopolis *Person_Consultant02).

And one thing that I found very difficult, that caused me a lot of pain, right? My particular issue with the INPI and our GI project is that we requested the geographical indication of superproducts (*vi*). Not just bananas. Right? We requested six by-products. Dried banana (*banana passa*), jelly, mousse, banana jam And, uh, candy, which is ninety-five percent banana. And biomass flour and chips, which are ninety to ninety-five percent green banana. Right? Because we believe that these traditional products, which have preserved the know-how of decades and decades here in the region, could be protected in this case. [...] And they told me no, that we would have to go through a GI process for each of these products. [...] Then, you go to Sabará jabuticaba and you see that it's not just jabuticaba there. So, the feeling we had, and I think it will take me a while to change my concept of the INPI, is that there is one approach for some and another for others. Do you understand? (Interviewee_013 *Segment_Producer *GI_Corupa_Region *Person_Producer08).

Excerpts 19 and 20: Indicate that producers do not actively participate in the petition, which is conducted by Sebrae.

Look, to be honest, I didn't participate in that process. With the INPI. Because I started working. When I started working, it was 2015. The Cooperative received the registration, if I'm not mistaken, in 2017, but I didn't participate in that process (Interviewee_011 *Segment_Producer *IG_Western_Paraná *Person_Producer06).



The petition was conducted entirely by Sebrae, you know? So, I did not participate directly, I participated in the part of adapting the producers, right? (Interviewee_012 *Segment_Producer *GI_West_of_Paraná *Person_Producer07).

These excerpts represent a variety of perspectives and challenges faced by those involved in the geographical indication registration process and provide insights into how the INPI and applicants approach this process. The testimonials therefore show that the obstacles in the registration process are not limited to bureaucracy, but reflect a combination of factors: the INPI's regulatory structure, the lack of uniform analysis standards, limitations in coordination between institutional actors, and historical difficulties in documentation on the part of communities. These elements open space for discussion, in the following classes, of how partner institutions and the market interact with the registration process and influence its effectiveness.

Analysis of Class 2 (green) – The influence of Sebrae and the challenges of GIs in Brazil

The excerpts from Class 2 highlight the fundamental role of Sebrae and other entities, such as Mapa, the former EBDA, and academic institutions, in promoting and supporting the implementation of GIs in different regions and sectors. These organizations play a crucial role in supporting producers and disseminating GIs in Brazil. Below are 20 excerpts considered most significant in this Class.

The presence of institutions such as Sebrae, MAPA, public universities, and INPI itself in the interviews highlights the intersectoral nature of Geographical Indications policies in Brazil, a characteristic already mapped by studies that analyze the articulation of these actors in regional development (Pellin 2019).

Sebrae, which has been supporting GIs in partnership with INPI for at least 17 years, organizes its activities in three phases—Discovery, Structuring, and Takeoff—with a focus on technical training and market insertion (ASN Nacional 2020). This approach has generated significant economic results: in some cases, the value of GI products exceeds 300%, as reported by the institution (ASN Nacional 2024).

However, studies on concrete experiences, such as those in Vale dos Vinhedos and Norte Pioneiro do Paraná, point to tensions between this market logic and traditional modes of Family Farming production — especially when commercial requirements overlap with cultural, environmental, and social dimensions (Mendonça et al. 2019; Pereira et al. 2018).

Excerpts 1 and 2: They mention the institutions that provided support during the GI recognition process, mentioning the participation of EBDA

Sebrae, the State Department of Agriculture, and Mapa. [...] Eh, EBDA, which is, was, was Embrapa here in the state of Bahia, right? But it is extinct, due to, eh, the Secretary of Agriculture, right? [...] And the Secretaries of, eh, Secretaries of Agriculture of the Municipality, eh, of Abaíra, also participated (Interviewee_008 *Segment_Consultant *GI_Abaíra *Person_Consultant05).

[...] Sebrae, Mapa, the Ministry of Agriculture, eh, the former EBDA, which is now defunct here in, in, Bahia, is now called Bahiater, which is the free technical assistance company, right? [...] So we had support from Sebrae, Mapa, EBDA. The city government also contributed at the time (Interviewee_009 *Segment_Producer *GI_Abaíra *Person_Producer04).

Excerpts 3, 4, and 5: They mention the institutions that offered support during the GI recognition process, highlighting the support provided by Sebrae.

[...] In fact, producers always seek out the cooperative, right? And the cooperative seeks out partners that can operate in that area, right? It's Sebrae, Itaipu, the universities, right? But, generally, it is Sebrae that provides this support during the process (Interviewee_012 *Segment_Producer *GI_Western_Paraná *Person_Producer07).

The facilities were the availability of Sebrae, right? To fund and mediate all of this, that was the facility. And from government agencies, such as the Ministry of Agriculture, Adeparrá, Emater, which were very willing, also participating, following the debates, also taking an interest (Interviewee_001 *Segment_Producer *IG_Bragança *Person_Producer01).



Then there's Biolabore, a labor cooperative here, right? Biolabore was hired by Itaipu to develop the technical part as well, just as Sebrae hired some consultants to do the technical part (Interviewee_012 *Segment_Producer *IG_Western_Paraná *Producer_Person07).

Excerpt 6: Highlights the continued support of institutions such as Embrapa after registration, emphasizing the closer relationship with Sebrae.

Until last year, Embrapa was also involved in research, providing support in the laboratory, but it is also directly involved there due to the Forum. So, we continue with the same teams. However, Sebrae, because it has a specific project, works more closely with them (Interviewee_006 *Segment_Consultant *IG_Cruzeiro_do_Sul *Person_Consultant03).

Excerpts 7, 8, and 9: Emphasizes the importance of Sebrae and other institutions in promoting trade shows and advertising products.

[...] But this part about fairs, it plays a big role, right? It has very strong support from Sebrae. So Sebrae participates in the largest wholesale and retail fairs in Brazil, always inviting entrepreneurs and cooperatives from the region to participate. And that helps to promote, right? (Interviewee_012 *Segment_Producer *IG_West_of_Paraná *Person_Producer07).

Mapa does not encourage participation in events or publicity. Sebrae does. And Bahiater, the current Bahiater, also supports us, right? Eh, and other state government entities, the government, the state government supports us a lot, right? (Interviewee_009 *Segment_Producer *IG_Abaira *Person_Producer04).

So, here in our region, we have a fair called the Flavors Fair, which is a partnership between Sebrae, city halls, universities, and the Rural Development Institute (IDR) itself, right? That is a base where this promotion takes place (Interviewee_004 *Consultant_Segment) *GI_Carolopolis *Consultant_Person01)

Excerpts 10 and 11: Highlight the importance of Sebrae and the University for the GI registration.

[...] but everything worked out. Because there was a lot of support from Sebrae too, right, from the institution, eh, from the university. Here, in this case, we also had Unioeste, which provided a lot of support with the research to be able to prove to the INPI, right, the regional characteristics here, right, so that we could get the registration (Interviewee_011 *Segment_Producer *GI_Western_Paraná *Person_Producer06).

So, here we had a contribution from Sebrae, right? So, Sebrae was a strong partner, together with the university here in Paraná, Unioeste, right? From Paraná (Interviewee_012 *Segment_Producer *GI_Western_Paraná *Producer_Person07).

Excerpt 12: Mentions a partnership involving WIPO, INPI, UFRJ, and Sebrae for the development of packaging for GI products.

I am participating in a project that is a partnership between INPI, SEBRAE, WIPO, the Japanese patent office, and UFRJ. And it is aimed, the extension project, aimed at design people where five GIs were chosen that have already been, uh, registered and these five GIs are being served by the students of the, of the, of the training project, of this discipline at UFRJ, to create solutions aimed at packaging where it is possible to communicate in a better way that the product there is a GI, because, right? Why is it a GI? What's behind that packaging, right? So, this is a specific project in which the INPI is participating (Interviewee_020 *Segment_INPI *Person_Employee04).

Excerpt 13: Mentions Sebrae's coordination to obtain financial resources from the municipality

Yes, because here's the thing, Sebrae is going to have a partnership with the municipality, the municipality provides financial assistance for this work, right? The



municipality participates with the financial part for this work (Interviewee_002 *Segment_Producer *GI_Carlópolis *Person_Producer02).

Excerpts 14 and 15: Mentions Sebrae's partnerships with the INPI to enable examiners to carry out dissemination activities and the creation of national GI seals.

We are invited to some events to give lectures. This was part of my role as a civil servant and examiner. So, I have given lectures in some places. I have taught classes in some places. I have been abroad. So, these are more... they are occasional, there is no dissemination program that our division works with today: so, this is our job and we disseminate in this way. There is no program, it is occasional, the INPI provides little funding. It's always an uphill battle for us to participate, but when it's a cool GI event, even our partners at Sebrae help a lot with that, we manage, but there's no program in the geographical indication division established for dissemination (Interviewee_017 *Segment_INPI *Person_Employee01).

We have agreements with Sebrae, I don't even know if you can call them agreements, but we work in partnership on some projects... The Brazilian geographical indication seal, both were together with Sebrae, with Mapa, the Ministry of Economy, at the time, now it's back to its previous name (Interviewee_017 *Segment_INPI *Person_Server01).

Excerpts 16 and 17: Highlight the possibilities of participating in events promoted by Sebrae and the opportunity to become a consultant.

Actually, I, personally, not through INPI. More through Sebrae, right? Through Sebrae. Several, in fact. And today, as a consultant as well, I am a geographical indication consultant. So, in fact, I'm working on a geographical indication for goats now. So, Paraná, in fact, has been standing out quite a bit in geographical indications, right? It has been working hard, right? (Interviewee_012 *Segment_Producer *GI_Western_Paraná *Person_Producer07).

I don't know if the meetings, like the one in Curitiba, right? Seminar, I think they are organized by Sebrae, right? They don't... it seems to me. I think it's Sebrae. Like that one. I'm sure about that one, and I'm sure the one in Gramado is just Sebrae (Interviewee_008 *Consultant_Segment *IG_Abaira *Consultant_Person05).

Excerpts 18, 19, and 20: Mentions Sebrae's collaboration in the process of changing the technical specifications and promoting meetings with producers.

After we started, we made some changes. Because we realized that there were some things that should be added and others that should be removed, right? We had, uh, through the association, we had, uh, this work, yes, of changing things. Uh, always in partnership with Sebrae. Right? Always in partnership with Sebrae, uh, communicating with the INPI (Interviewee_010 *Segment_Producer *IG_West_of_Paraná *Person_Producer05).

Look, we don't, we're just, I mean, actually, we often participate in meetings to give testimony, but that's, that's already, Sebrae is doing that. I mean, they're the ones who, they're the ones who take this, like Strawberry is already certified, there are other crops that are being *certified*, right? But then that's support, support from Sebrae (Interviewee_003 *Segment_Producer *IG_Carópolis *Person_Producer03).

[...] But we filed the application, we applied on the website, on the INPI Portal. And as we received requests for adjustments and adaptations, we held virtual meetings. I think we held more than fifty virtual meetings with the producers. Some were in person, when possible, when the pandemic gave us a break, and others were virtual, the vast majority virtual. And, for the most part, it was always Sebrae, the contracted company, and the producers, right? So there were dozens of meetings. Adjustments. Then, adjust the Statute, adjust the Specification Book, adjust everything. And then coordinate with the government. Go after the secretary of agriculture, the state secretary of agriculture, to be able to sign one document, sign another (Interviewee_007 *Segment_Consultant *IG_Marajó *Person_Consultant04).



The reports show that Sebrae's role as a supporter in the GI recognition process is a point of convergence in several interviews. The excerpts demonstrate Sebrae's ability to liaise with various institutions with different purposes in favor of GIs. Finally, the participation of universities in some excerpts indicates the importance of collaboration with academic institutions.

Although the excerpts emphasize the positive role of Sebrae and other institutions in providing technical and institutional support, critical analysis requires recognition of the limits of this action. In several reports, there is a noticeable dependence of associations and producers on external mediation—especially in the preparation of dossiers, changes to the Specifications Booklet, and commercial promotion. This dependence highlights an organizational weakness in local bases and a power asymmetry that, to a certain extent, subordinates the interests of the peasantry to the institutional logic of territorial development via the market (Grisa and Schneider 2014). As noted in Tárrega, Isaguirre-Torres, and Santos (2020), the logic of competitiveness is not always consistent with the social, cultural, and productive objectives of Family Farming, which can lead to a breakdown of the peasant base, even when it is “valued” through public policies. Thus, participation in GIs can represent both an opportunity and a risk, depending on the degree of political and technical autonomy of local organizations.

Class 3 Analysis – Perspectives and challenges of GIs for Family Farming products

The third class of the corpus reveals a series of reflections on the market prospects for GI products from Family Farming, with an emphasis on the challenges of differentiation, access to the international market, bargaining power, and appreciation by the end consumer. The following analysis seeks to explore these points in greater depth, drawing on the specialized literature and practices reported in the empirical field.

Excerpt 1: Mentions the conquest of the foreign market and the expectation of achieving better prices for the product in the domestic market

Positive aspect...the improvement in the price of the product. Okay? The product was, was very significant. No, not negative, the positive part was that exports were the positive part. But at the national level, for now, there are still no results, you know? The price of guava, the Brazilian market has not yet yielded good results (Interviewee_002 *Segment_Producer *IG_Carlópolis *Person_Producer02).

Excerpt 2: Discusses export opportunities for Brazilian products, highlighting the uniqueness of certain products, such as silver bananas.

I see that, perhaps, the Brazilian market is a large consumer market. I see the big banana producers, Brazilian farmers already exporting to England, to Germany, mainly silver bananas, because they only exist in Brazil, the white ones, right? The silver or white banana only exists in Brazil, it is endemic here, right? (Interviewee_013 *Segment_Producer *IG_Corupa_Region *Person_Producer08).

Excerpt 3: Explores the implications of exporting Brazilian products and highlights the need for maturity in the production chain.

[...] Are our producers able to offer their products to the foreign market? So, we first have to mature in this sense to see if this would add value to one or another production chain. Most of our production chain, because I think there is a whole operational cost involved (Interviewee_019 *Segment_INPI *Person_Employee03).

Excerpt 4: Mentions previous experiences exporting products and involvement in international trade shows, even with limited support

[...] Guava arrived in Europe three times, right, with the producers. Coffee, I've been to several international trade shows with producers. So, I do a lot of this market work too, with the products here. But, in general, no, there isn't much support (Interviewee_005 *Segment_Consultant *IG_Carlópolis *Person_Consultant02).

Excerpts 5, 12, and 13: They discuss the difficulty of differentiation, highlighting the difficulty of applying labels to fruit displayed on shelves, especially bananas and guavas.



So, we have a lot of difficulty trying to develop this method of marketing, identifying, and selling this fruit. So now we have come closer to the reality of apples, where they are sealing not the fruit, but the box. They sell the seal on the box. So, we have to have one label for the fruit and another label for the box. Because bananas are not displayed in boxes at the market. They are on the shelf (Interviewee_013 *Segment_Producer *IG_Corupa_Region *Person_Producer08).

[...] so you end up like this, you make a healthy product, but you enter the bargain bin, I mean, in fact, when it enters the shelf, it's guava, but you don't see the effort we make because you don't have, the, the, eh, eh, you still don't know why that fruit is there, right? You just know that it's beautiful, but you don't know the... how is it, all that work and production on the farm, logistics, transportation, it's complicated, right? (Interviewee_003 *Producer_Segment *GI_Carolopolis *Producer_Person03).

So, this market situation is also an issue, it's a very important aspect of GI, right? So why do you look at GI, GI guava is exactly the same as non-GI guava, right? And how do you differentiate between a GI guava and a non-GI guava? Right? It's your target audience. There's no point in trying to sell GI guavas to the audience you sell to, they won't understand. So you have to go to a different market (Interviewee_005 *Consultant_Segment *GI_Carolopolis *Consultant_Person02).

Excerpt 6: Mentions the ability to add value to the product, citing the case of Carlópolis

[...] When they discover this potential, they start meeting with local teams, right, from the local public administration, an administration formed around development policy, and then they start meeting with these producers to discuss the possibility of seeking a geographical indication. When the discussion begins, that is, they identify the market value of their product. And they identify new situations for improvement, as was the case with guava from Carlópolis, they only sold commodities, right? (Interviewee_004 *Consultant_Segment *IG_Carolopolis *Consultant_Person01).

Excerpt 7: Indicates that product valuation is intrinsically linked to the producer's negotiating skills, making it imperative to encourage them to empower themselves with this differential and use this characteristic as a strategic argument in commercial transactions

[...] So, like, when I talk about the Corupá region, the entire region produces the sweetest bananas in Brazil. The entire region. But the bargaining power is still in the hands of the producer. And if they want to continue selling the sweetest bananas, if they do not empower themselves with this differential and use it as a commercial argument, they will continue to sell at the same price (Interviewee_013 *Segment_Producer *GI_Corupa_Region *Person_Producer08).

Excerpts 8, 9, and 10: Address the appreciation of products through stories and distinctive characteristics, emphasizing the importance of GI in strengthening the reputation and quality of products. In addition, they highlight the collectivity and unity among producers as fundamental elements for success in the market.

[...] And, and, the fact that the product was sold with a story, the product with the story of the sweetest banana in Brazil, adds a lot, right? Eh, after the GI, as we told you, as I told you, there was consolidation of N projects, right, with universities, technical schools. Today we have six master's degrees, two doctorates, twelve final projects, and two international projects happening here in Corupá (Interviewee_013 *Segment_Producer *GI_Corupa_Region *Person_Producer08).

[...] And we also noticed the collectivity. That is, the union of agribusinesses. Something they couldn't do before. And something we sell a lot here to them as well. Hey, I don't need to make the product to steal the market from my neighbor, from the agribusiness next door. Right? (Interviewee_013 *Segment_Producer *IG_Corupa_Region *Person_Producer08).

We don't need to create market strategies. It's a product that sells itself. And the geographical indication came to strengthen it even more. Because what I, what the geographical indication refers to, right? That there is a unique know-how there. That there is a quality product there. That there is a story to tell there (Interviewee_006 *Segment_Consultant *GI_Cruzeiro_do_Sul *Person_Consultant03).

Excerpts 11 and 14: Indicate the conquest of markets through GI.



We opened up the market. Producers who are interested in placing their product on the mainland, we place it. We place it in supermarkets, in class A and class B commercial establishments (Interviewee_007 *Segment_Consultant *GI_Marajó *Person_Consultant04).

[...] the cooperative is not selling flour like that outside, I only look for government programs, PNAE, only for PNAE that the cooperative does. Why? It is not the product that has market difficulties, the cooperative looks for the market for that product that people have difficulty selling. People have no difficulty selling Bragança flour (Interviewee_001 *Segment_Producer *GI_Bragança *Person_Producer01).

Excerpts 15 and 16: They mention consumers' lack of knowledge about GI, which makes it difficult to market these products, which are perceived as more expensive.

Consumers don't, not yet, have the knowledge, they don't go to the supermarket shelf and say: oh, I'm going to buy this product because it has a geographical indication label. This is a negative point. We didn't see it that way, with all the work we had to do, with all the, eh, and expenses that Apama had to contribute at the time too, right? (Interviewee_009 *Segment_Producer *GI_Abaira *Person_Producer04).

Because if you say, oh, Marajó cheese sells for seventy reais in the Belém market. Then most people will say: but it's too expensive because I buy mozzarella cheese there for thirty reais (Interviewee_007 *Segment_Consultant *GI_Marajó *Person_Consultant04).

Excerpts 17, 18, and 19: Highlight the difficulty of introducing GI products in a market dominated by commodities

So, every marketing plan for GI was developed in partnership with Sebrae, because it made it a lot easier, right, the promotion and marketing part? Because you're creating a new product, right? You have to create a different strategy, right? Which helped a lot. Of course, the path is not so easy, right? Because we are *working* with honey, which is almost a commodity, right? What dominates the market in Brazil is its export in bulk. So, it's difficult to introduce this product in a way that adds value and, above all, to send it outside Brazil, but we're working on it (Interviewee_012 *Segment_Producer *IG_West_of_Paraná *Person_Producer07).

Because the guy loads his truck and goes to Curitiba to sell, he arrives at the market: no, but so-and-so behind him hired bananas at fifteen. So, so-and-so offers me twelve. Ah, I'll give you eleven. Desperate, he doesn't want to go home with this truck full, and he doesn't want to lose this fruit. It's already there and it's perishable. He has a time limit, fifteen days from harvest to the consumer's table. And he ends up auctioning off his product and he doesn't cover his costs (Interviewee_013 *Segment_Producer *IG_Corupa_Region *Person_Producer08).

But here's the thing, eh, ah, the cooperative that was created, which we helped to create, all the technology, eh, so, when you go to market a product, eh, to the market, and then there's this general problem, right? That I, well, I think we had to review that, eh, because I look at the GI a lot. Ah, and now? How are you going to sell it? (Interviewee_005 *Consultant_Segment *GI_Carolopolis *Consultant_Person02).

Excerpt 20: Expresses frustration with the misappropriation of the GI name to market inferior products, which damages the reputation and market of genuine products.

[...] since, uh, since everyone here is a family farmer, they don't know about, you know, technical stuff, the INPI, things like that, right? They just know that people are making money off our name, right? And undermining our market, because we see flour that was being sold under the Bragança name, which is a totally different flour, of very poor quality, using the Bragança name. So it ends up destroying our market, because we have good flour, right? It's different. And then we earn our money from our name (Interviewee_001 *Segment_Producer *IG_Bragança *Person_Producer01).



Lexical analysis revealed that, although GIs are associated with the symbolic valorization of the territory and the differentiation of products, their implementation often faces challenges related to governance, institutionalization, and local coordination capacity (Pellin 2019). As pointed out in studies on Brazilian public programs, the structuring of GI policies requires coordination between public and private actors, which is often insufficient at the municipal and state levels (Sá et al. 2019). The expansion of GIs in Brazil, although promoting symbolic appreciation, still faces limitations in institutional effectiveness (Silva et al. 2012). In addition, academic reviews show that, despite its symbolic and identity potential, the use of the GI label may not reach the market without effective communication to consumers and adequate control mechanisms (Franco et al. 2023; Megale et al. 2019). Nevertheless, when properly activated, GIs favor territorial revaluation and the construction of cultural identities, especially in rural contexts (Pellin 2019).

CFA and graphical analysis of class representations

The use of IRaMuTeQ as a methodological tool in qualitative research allows the generation of robust visual representations—such as Correspondence Factor Analysis (CFA), word clouds, and similarity analysis—favoring the understanding of co-occurrence and lexical proximity relationships between central themes such as institutions, market, and processes (Camargo and Justo 2018). In experiences such as that of the Norte Pioneiro region of Paraná, it was observed that Geographical Indications contributed to collective coordination between producers, public institutions, and territorial development agents, reinforcing local identity and strengthening markets (Pereira et al. 2018). This articulation between the product and its territory, laden with symbolic and cultural value, reveals the potential of GIs as an instrument for territorial enhancement and protection of traditional knowledge (Neiva et al. 2011). Next, Correspondence Factor Analysis (CFA) was performed, in which the words, considering their frequency in the classes, were represented on a Cartesian plane, as shown in Figure 2.

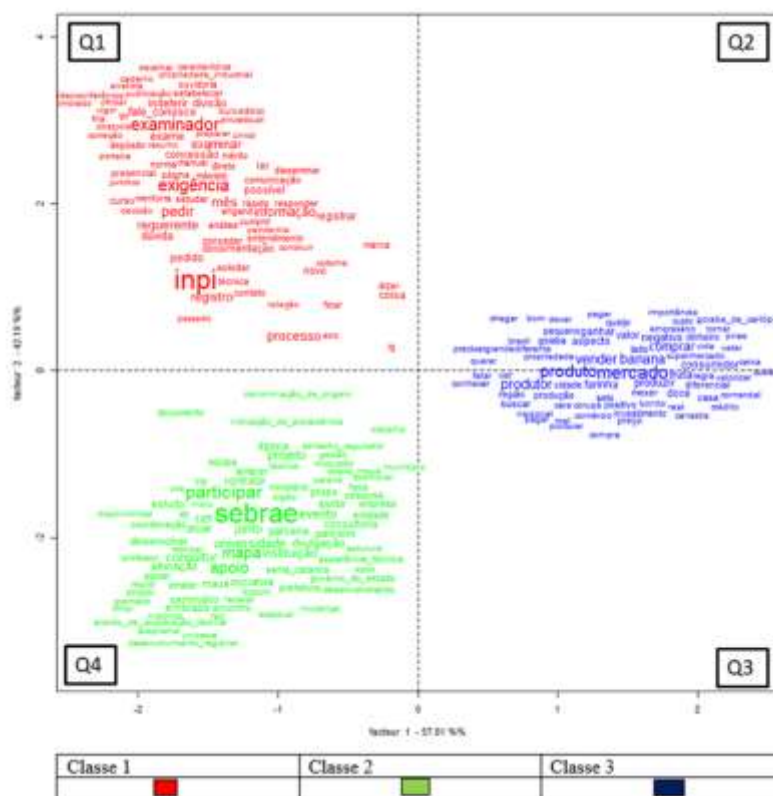


Figure2 - Correspondence Factor Analysis (CFA). Source: Extracted from IRaMuTeQ software.

In Figure 2, the Correspondence Analysis (CA) reveals in factor 1 (horizontal axis) a contrast between classes 1 (red) and 2 (green), located on the left, and class 3 (blue), positioned on the right. This contrast highlights a gap between the INPI and other institutions, especially Sebrae, in terms of their activities related to GIs in the market. This configuration reflects the isolation of the classes and indicates a lack of integration between the institutions, which is a relevant aspect given the need for institutional coordination to better serve the producers who access their services.



The isolation of the INPI in quadrant Q1 stands out, while Sebrae, MAPA, universities, and Embrapa are concentrated in quadrant Q4, which also includes the terms “designation of origin” and “indication of source.” Although the term “GP” is located in the same quadrant as the INPI, this distribution demonstrates that the INPI focuses primarily on issues related to the registration process, while the other institutions concentrate their efforts on disseminating and strengthening the types of GI³.

The word “municipality,” positioned between quadrants Q4 and Q3, stands out as a connecting element, indicating that the links between institutions in quadrant Q4 and producers can be established through municipal action, especially through consulting and technical assistance. In addition, the Similarity Analysis (Figure 3) presents the term “GP” as the central core of the corpus, from which branches emanate that reflect the main themes addressed. The proximity between “GP” and “Family Farming” stands out, highlighting the relevance of this segment to the study. Six other important cores identified are: “knowledge,” “producer,” “product,” “process,” “Sebrae,” and “INPI.”

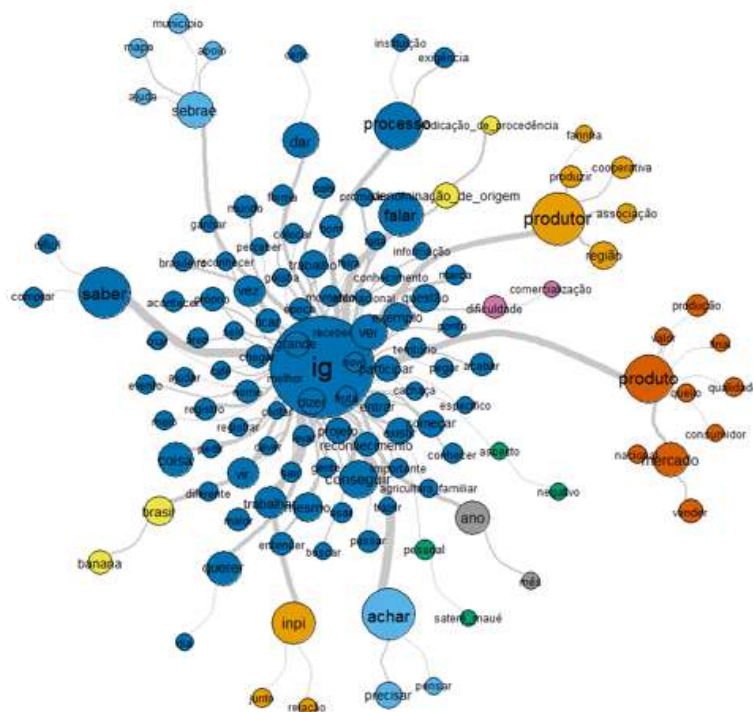


Figure3 - Similarity Analysis. Source: Extracted from IRaMuTeQ software.

The association of the term “knowledge” with “buying” and “difficult” indicates consumers’ difficulty in understanding the concept of GI, which negatively impacts the purchase of these products. In “producer,” the associations “cooperative” and “association” highlight organizational forms that are essential for production and marketing. The “product” cluster is related to “market,” “production,” “quality,” and “consumer,” reflecting the marketing dimension of GIs. “Process” is associated with “institution” and “requirement,” indicating the relevance of institutional procedures and demands, especially those of the INPI, in the registration of GIs.

The “Sebrae” and “INPI” clusters identify relationships that point to the support provided by these institutions and the need for closer ties and integration between the actors involved. On a smaller scale, clusters in lilac, yellow, and gray stand out, addressing, respectively, the challenges in the commercial marketing of GI products (“difficulty,” “marketing”), types of GIs (“designation of origin,” “indication of origin”), and the time required to complete registration with the INPI (“year,” “month”). These analyses reinforce the complexity of the institutional and market dynamics of GIs, highlighting both the barriers and the potential that exist in the process of adding value to Family Farming products.

³ It is important to note that this result may be linked to the fact that the interviews at the INPI involved only civil servants responsible for registration at the agency. Thus, the discussion on the topic of dissemination, addressed by them, was restricted, thus constituting a limitation of the research. However, the distant relationship with little interaction between most of the interviewees and the Institute must be taken into account.

A word cloud visualization of the text from 'O Brasil e a Economia da Informação'. The words are arranged in a circular pattern, with the most frequent words being the largest. The central words are 'informação', 'mercado', 'produto', 'trabalhar', 'reconhecimento', 'qualidade', 'produto', 'informação', 'mercado', 'produto', 'trabalhar', 'reconhecimento', 'qualidade'. Other prominent words include 'qualidade', 'produto', 'informação', 'mercado', 'produto', 'trabalhar', 'reconhecimento', 'qualidade', 'produto', 'informação', 'mercado', 'produto', 'trabalhar', 'reconhecimento', 'qualidade'.

4 Figure - Word cloud. Source: Extracted from IRaMuTeQ software.

The word cloud, presented in Figure 4 and generated by the IRaMuTeQ software, offers a visual assessment of the most frequent terms in the interviews, reflecting the interviewees' perspective on GIs. The alignment between the processes, emphasized by the INPI and Sebrae institutions, and the product, associated with the consumer market, stands out. This representation highlights the centrality of administrative and institutional procedures for the recognition of GIs, as well as the importance of product valuation for its commercialization. Thus, the analysis of the word cloud allows us to understand the main concerns and perceptions of the actors involved, especially in the context of Family Farming, highlighting the relevance of the articulation between institutions and the market for the strengthening of GIs.

Prospects and challenges for GIs in Brazil

Geographical Indications (GIs) have been gaining relevance as instruments for territorial enhancement and product differentiation linked to traditional knowledge and local practices. However, the results of the interviews reveal that their consolidation in Brazil still faces important challenges related to governance, the sustainability of managing organizations, and the effective inclusion of Family Farming.

The testimonies show that institutions such as the INPI and Sebrae play a central role in the formalization and promotion of GIs, but coordination between the various actors involved—producers, associations, local governments, and universities—still needs to be improved. In many cases, there is a lack of technical and human resources to support local organizations in the efficient management of GIs and their qualified insertion into the market.

Niederle, Mascarenhas, and Wilkinson (2017) highlight that the governance of Geographical Indications in Brazil is often marked by institutional disputes and fragmented action between public and private agents. In turn, Vieira and Lourenzani (2019) point out that, although GIs represent a potential opportunity for Family



Farming, the Brazilian model does not yet systematically ensure the effective participation of these producers in decision-making processes and in the distribution of the resulting economic benefits.

Thus, the challenges identified require more robust public policies that involve ongoing technical support, access to markets, and incentives for cooperation between links in the production chain. The strengthening of GIs in Brazil, therefore, depends not only on formal registration but also on the construction of inclusive, transparent governance committed to sustainable territorial development.

Final Considerations

The results of this research reveal that, beyond the formal process of recognizing a GI, it is essential to strengthen the relationships between the actors involved—producers, consultants, and institutions—to ensure that this instrument reaches its potential for territorial enhancement and income generation.

By way of illustration, Vieira and Pellin (2015) point out that, two years after the registration of the then Indication of Origin Vales da Uva Goethe⁴, wineries were already seeing an average increase of 20% in sales of Goethe wine and around 30% in sales of sparkling wines. In 2023, Brazil had 109 GIs, a 60% increase in four years, and around 190,000 small businesses benefited from the seal, which promotes added value and regional economic dynamism—including an average increase in value that can exceed double the price (ASN Nacional 2024; ASN Rio Grande do Sul 2024).

However, it is important to recognize that the economic effect is not automatic: in some regions, full appreciation is limited by factors such as low consumer awareness, lack of marketing strategies, and logistical difficulties. This reinforces the need for integrated policies that combine certification, commercial promotion, and the strengthening of Family Farming.

Sebrae appears as a central actor in supporting applicant organizations, playing an active role from conception to post-registration monitoring. This action, although strategic, also raises questions: Sebrae's strong presence, in contrast to the INPI's more restricted role in the bureaucratic field of registration, raises questions about the nature and objectives of public policy on GIs in Brazil. If, on the one hand, it favors the commercial insertion of traditional products, on the other, its operationalization has often been based on logic that is exogenous to local realities, prioritizing technical and market criteria that do not always dialogue with peasant knowledge and practices.

The study also pointed to a recurring difficulty for producers—especially family farmers—in differentiating their products from those without certification, especially in the case of fresh foods such as fruits. This highlights a challenge for the visibility of GIs in the consumer market and reinforces the need for specific communication and product differentiation strategies.

The lack of public policies focused exclusively on GIs was a recurring concern in the testimonies analyzed. The reduction of traditional marketing spaces, such as fairs, coupled with the absence of tax and financial incentives for GI producers, indicates a mismatch between formal recognition and effective government support for these products to sustain and expand. To reverse this situation, it is recommended that the State promote coordinated actions, such as the reactivation of regional fairs, the provision of targeted credit, and the strengthening of public procurement instruments that favor products with certification of origin.

Another critical point concerns the relationship between the INPI and producers. Although the Institute has sought to make progress—such as the IP Mentoring program and the training of examiners—it remains distant from local realities and Family Farming. Most training activities are aimed at academic or technical audiences, with little adaptation to the different levels of education, culture, and practices of producers. This contributes to the distance between the agency and the field, generating prolonged dependence on consultants and hindering the empowerment of farmers in the registration process.

In this sense, it is urgent to adapt the INPI's educational approach, as well as to expand its field activities through technical visits, workshops, and seminars focused on accessible language and the territorialization of information. In addition, it is recommended that free consulting be offered to Family Farming groups interested in GI, as a way to ensure equity in access to this public policy.

Universities were also identified as important partners, especially in conducting technical studies to support GI applications. However, their role can be expanded beyond research to include support services in management, marketing, e-commerce, legal advice, and communication—areas that are fundamental to the consolidation of these initiatives in the market.

⁴ The Goethe Grape Valley GI was registered as an Indication of Origin on February 14, 2012, and its category was changed to Designation of Origin on June 10, 2025 (INPI 2025).



Finally, the research showed that, although the GI policy represents an opportunity for cultural, territorial, and economic enhancement, its application in Brazil still faces structural challenges. Tensions persist between peasant logic and the technical and bureaucratic requirements of the current model. This requires a more critical and sensitive approach on the part of the state and the institutions involved, in order to ensure that GIs are, in fact, instruments of inclusive territorial development, and not just market mechanisms.

References

- ASN Nacional. 2020. "Small businesses are the majority among Brazilian Geographical Indications." ASN Nacional - Sebrae News Agency. <https://agenciasebrae.com.br/economia-e-politica/pequenos-negocios-sao-maioria-entre-as-indicacoes-geograficas-brasileiras/>.
- ASN Nacional. 2024. "Number of Geographical Indications in Brazil grew 60% in four years." ASN Nacional - Sebrae News Agency. <https://agenciasebrae.com.br/cultura-emprededora/numero-de-indicacoes-geograficas-no-brasil-cresceu-60-em-quatro-anos/>.
- ASN Rio Grande do Sul. 2024. "How the Geographical Indication seal can boost business." ASN Rio Grande do Sul - Sebrae News Agency. <https://rs.agenciasebrae.com.br/inovacao-e-tecnologia/como-o-selo-de-indicacao-geografica-pode-alavancar-negocios/>.
- Bardin, Laurence. 2015. *Content analysis*. 1sted. Edições 70.
- Camargo, B. V., and A. M. Justo. 2013. *Tutorial for using IRAMUTEQ software (interface de R pour les analyses multidimensionnelles de textes et the questionnaires)*. Laboratory of Social Psychology of Communication and Cognition - UFSC. http://www.iramuteq.org/documentation/fichiers/Tutorial%20IRaMuTeQ%20em%20portugues_17.03.2016.pdf.
- Camargo, Brígido Vizeu, and Ana Maria Justo. 2013. "Tutorial for using IRAMUTEQ textual analysis software." <http://www.iramuteq.org/documentation/fichiers/tutoriel-en-portugais>.
- Camargo, Brígido Vizeu, and Ana Maria Justo. 2018. "Tutorial for using IRaMuTeQ software (Interface de R pour les Analyses Multidimensionnelles de Textes et the Questionnaires)." Laboratory of Social Psychology of Communication and Cognition - UFSC, November 21. www.laccos.com.br.
- Embrapa. 2024. "Soybeans - Embrapa Portal." <https://www.embrapa.br/agropensa/agro-em-dados/agricultura/soja>.
- Fernandes, Baltazar. 2016. "IRAMUTEQ Manual." <https://encurtador.com.br/jtVYZ>.
- Fernandes, C. F., and C. A. M. Guedes. 2021. "GEOGRAPHICAL INDICATION IN THE CONTEXT OF AGRICULTURAL PRODUCTION IN BRAZIL AND ITS POTENTIAL." *Revista Indicação Geográfica e Inovação* 5 (4): 1433–53. <https://doi.org/10.51722/Ingi.v5.i4.177>.
- Franco, Cíntia Brenner Acosta, Kelly Lissandra Bruch, and Ana Paula Matei. 2023. "Communication in the Geographical Indications of Rio Grande do Sul." *Cadernos de Prospecção* 16 (4): 1358–74. <https://doi.org/10.9771/cp.v16i4.50572>.
- Federal Government. 2019. "DAP Models, Groups, and Status." Ministry of Agriculture and Livestock. <https://www.gov.br/agricultura/pt-br/assuntos/mda/dap/modelos-grupos-e-status-da-dap>.
- Federal Government. 2023. "Issue the CAF-PRONAF document." Services and Information of Brazil. <https://www.gov.br/pt-br/servicos/emitir-o-documento-caf-pronaf>.



Grisa, Catia, and Sergio Schneider. 2014. "Three generations of public policies for Family Farming and forms of interaction between society and the state in Brazil." *Journal of Rural Economics and Sociology* 52: 125–46. <https://doi.org/10.1590/S0103-20032014000600007>.

Guedes, Cezar Augusto Miranda, and Maria Rocío Silva Pérez. 2014. "Agri-food geographical indications, policies, and social management: Argentina, Brazil, and the Spanish experience in the European context." *Análise Social*, June 1. <https://www.semanticscholar.org/paper/Agri-food-geographical-indications%2C-policies%2C-and-Guedes-P%2C%2Fb31c21516960e4313dad99440e9b5b1cada10bbd>.

INPI. 2025. "GEOGRAPHICAL INDICATIONS: RECOGNIZED DESIGNATIONS OF ORIGIN." https://www.gov.br/inpi/pt-br/servicos/indicacoes-geograficas/arquivos/status-pedidos/copy_of_LISTACOMASDENOMINAESDEORIGEMRECONHECIDAS.At01Jul2025.pdf.

Knickkel, Karlheinza, Simone Schiller, Hilkka Vihinen, and Anja Weber. 2008. "New Institutional Arrangements in Rural Development." In *Unfolding Webs: The Dynamics of Regional Rural Development*, edited by Jan Douwe van der P Ploeg and Terry Marsden, vol. 74. Royal VanGorcum. <http://openurl.ingenta.com/content/xref?genre=article&issn=0036-0112&volume=74&issue=4&spage=632>.

LAW No. 9,279, OF MAY 14, 1996. Regulates rights and obligations relating to industrial property. (1996). https://www.planalto.gov.br/ccivil_03/leis/19279.htm.

Law No 11,326 (2006). https://www.planalto.gov.br/ccivil_03/_ato2004-2006/2006/lei/111326.htm.

Martins, Luís Oscar Silva, Vitória Ribeiro Vieira de Oliveira, Fábio André Lora, et al. 2024. "Geographic Indications, Sustainability and Sustainable Development: A Bibliometric Analysis." *Journal of Scientometric Research* 13 (3): 919–34. <https://doi.org/10.5530/jscires.20041231>.

Megale, Caio, Igor Manhães Nazareth, Claudia Gintersdorfer, Maria Rosa Sabbatelli, Costanzo Fisogni, and Ernesto Araujo. 2019. *Guides to Geographical Indications: Control*.

Mendonça, Dannyela, Diego Pierotti Procópio, and Solange Rodrigues Santos Corrêa. 2019. "The contribution of geographical indications to Brazilian rural development." *Research, Society and Development* 8 (7): e41871152–e41871152. <https://doi.org/10.33448/rsd-v8i7.1152>.

Milano, Marja Zattoni, and Ademir Antonio Cazella. 2021. "Environmental Effects of Geographical Indications and Their Influential Factors: A Review of the Empirical Evidence." *Current Research in Environmental Sustainability* 3 (January): 100096. <https://doi.org/10.1016/j.crsust.2021.100096>.

Moreira, Vagner Rangel. 2016. "Territorial development and intellectual property rights: a case study of the protected designation of origin Queijo Serra da Estrela and the indication of source Queijo Minas Artesanal do Serro." Federal Rural University of Rio de Janeiro. <https://rima.ufrrj.br/jspui/handle/20.500.14407/9865>.

Neiva, A. C. G. R., J. R. B. Sereno, and M. C. S. Fioravanti. 2011. "Geographical indication in the conservation and value addition of Curraleiro cattle from the Kalunga community." *Archivos de Zootecnia* 60 (231): 357–60. <https://doi.org/10.4321/S0004-05922011000300010>.

Niederle, Paulo Andre, Gilberto Carlos Cerqueira Mascarenhas, and John Wilkinson. 2017. "Governance and Institutionalization of Geographical Indications in Brazil." *Revista de Economia e Sociologia Rural* 55 (March): 85–102. <https://doi.org/10.1590/1234-56781806-94790550105>.

Pellin, Valdinho. 2019. "Geographical Indications and Regional Development in Brazil: The Role of Key Actors and Their Working Methodologies." *Interações*, March 21, 63–78.



Pereira, Mara Elena Bereta de Godoi, Ana Elisa Bressan Smith Lourenzani, and Kassia Watanabe. 2018. "Geographical Indications as a development strategy: the case of the Norte Pioneiro region of Paraná." *Interações (Campo Grande)* 19 (September): 515–28. <https://doi.org/10.20435/inter.v19i3.1654>.

Perosa, Bruno Benzaquen, Clésio Marcelino de Jesus, and Antonio César Ortega. 2017. "Associativism and Certification in Coffee Farming in Minas Gerais: a study of Café do Cerrado and Café da Mantiqueira de Minas." *Revista Economia Ensaios* 32 (1). <https://doi.org/10.14393/REE-v32n1a2017-2>.

Sá, Alessandra Sousa Cordeiro de, Sueli Menelau Novais, Patrícia da Silva Nogueira, and Evelyn Siqueira Bezerra da Silva. 2019. "Legislation and Programs for the Development of Geographical Indications in Brazil." *Cadernos de Prospecção* 12 (3): 706–706. <https://doi.org/10.9771/cp.v12i3.27335>.

SALVIATI, M. E. 2017. *IRAMUTEQ application manual*. EMBRAPA. <http://www.iramuteq.org/documentation/fichiers/manual-do-aplicativo-iramuteq-par-maria-elisabeth-salviati>.

Silva, Fernanda Novo da, Flavio Sacco dos Anjos, Nádia Velleda Caldas, and Germano Ehlert Pollnow. 2012. "Challenges to the Institutionalization of Geographical Indications in Brazil." *ResearchGate*, advance online publication. <https://doi.org/10.24302/drd.v2i2.258>.

Sousa, Yuri Sá Oliveira, Sonia Maria Guedes Gondim, Iago Andrade Carias, Jonatan Santana Batista, and Katlyane Colman Machado Machado. 2020. "The use of IRAMUTEQ software in interview data analysis." *Pesquisas e Práticas Psicossociais* 15 (2): 1–19. http://pepsic.bvsalud.org/scielo.php?script=sci_abstract&pid=S1809-89082020000200015&lng=en&nrm=iso&tlng=en.

Souza, Mariana Aranha, and Juliana Marcondes Bussolotti. 2021. "Analysis of interviews in qualitative research using IRAMUTEQ software." *Revista Ciências Humanas* 14 (1): 1. <https://doi.org/10.32813/2179-1120.2021.v14.n1.a811>.

Souza, Marli Aparecida Rocha, Marilene Loewen Wall, Andrea Cristina Moraes Chaves Thuler, Ingrid Margareth Voth Lowen, and Aida Maris Peres. 2018. "The use of IRAMUTEQ software in data analysis in qualitative research." *Journal of the USP School of Nursing* 52 (October): e03353. <https://doi.org/10.1590/S1980-220X2017015003353>.

TÁRREGA, Maria Cristina Vidotte Blanco, Katya Regina ISAGUIRRE-TORRES, and Gilda Diniz dos SANTOS, eds. 2020. *Agrarian conflicts from a socio-environmental perspective*. PUC Goiás. <https://bibliotecadigital.mdh.gov.br/jspui/handle/192/11326>.

Valente, Maria Emília Rodrigues, Ronaldo Perez, Afonso Mota Ramos, and José Benício Paes Chaves. 2012. "Geographical indication of food and beverages in Brazil and the European Union." *Ciência Rural* 42 (3): 551–58.

Vandecandelaere, Emilie, Catherine Teyssier, Dominique Barjolle, Philippe Jeanneaux, Stéphane Fournier, and Olivier Beucherie. 2018. *Strengthening Sustainable Food Systems through Geographical Indications*.

Vieira, Adriana Carvalho Pinto, and Ana Elisa Bressan Smith Lourenzani. 2019. "EVOLUTION OF GEOGRAPHICAL INDICATIONS IN BRAZIL: Challenges for Family Farming." *REVISTA DELOS* 12 (34). <https://ojs.revistadelos.com/ojs/index.php/delos/article/view/516>.

Vieira, Adriana Carvalho Pinto, and Valdinho Pellin. 2015. "Geographical Indications as a Strategy to Strengthen the Territory: the case of the indication of origin of the Goethe grape valleys." *Desenvolvimento em Questão* 13 (30): 155. <https://doi.org/10.21527/2237-6453.2015.30.155-174>.