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The *volcanic effects* of PDOs wines in Cabo Verde. A sustainable approach

A. Narciso, H. Tavares Alfama[1]

Abstract **– Cabo Verde instituted provisions for Geographical Indications (GIs) protections of its products through its Intellectual Property Code of 2007, and two of the country's signature volcanic wines – Fogo and Chã das Caldeiras vinho do Fogo – received appellations of origin (PDO) in 2021. On April 6, 2022, Cabo Verde signed the WIPO Lisbon System, a measure that reaffirms its commitment to utilizing GIs for the socio-economic development of the archipelago by supporting culture, agriculture, and new tourism policies.**
Using a multidisciplinary approach, we investigate how GIs Cabo Verde's wines could work as a spillover, *volcanic effect*, for sustainable development. We argue that by strategically interconnecting PDO wines to other high-quality traditional products (e.g. coffee, fish, and cheese), and with cultural aspects – such as festivals and music – would not only boost agri-food tourism, but also benefit communities by increasing product traceability and having more educated youth employed. This process should be accompanied by national strategies to maximize results across sectors. Folklore and other traditions – including food, music, and festivals – that proudly link people to their territories and products should be intertwined with a GI strategy. Education, IT, and communication infrastructures should also accompany this process to reinforce the efficacy of GIs.
Keywords **– Agri-food Geographical Indications, Fogo and Chã das Caldeiras PDOs, Cabo Verde sustainable development.**

INTRODUCTION

Cabo Verde's Intellectual Property Code, approved by Decree-Law No. 4/2007 on August 20th, introduces GIs protection in order to welcome the socio-economic benefits that such *sui generis* rights may bring to the country's economy. The first PDO was granted in 2021 to the wines of Fogo Island, which is a UNESCO biosphere reserve. On April 6 2022, Cabo Verde signed the WIPO Lisbon System on GIs to use this tool as a mechanism for the country's socio-economic development. Major regional and international Intellectual Property (IP) agreements are also signed by Cabo Verde.

The archipelago's small economy still struggles with poverty, yet Cabo Verde has great potential—and not just in its beautiful beaches as tourist attractions. Cabo Verde has rich land and marine biodiversity – as well as many cultural traditions, including food and music festivals. Wine GIs under TRIPs Agreement grant exclusive rights ex officio to a product labelled as originating in a particular place, whereas a given quality, reputation, or other characteristics of the product are essentially attributable to its geographical origin (Trips 22.2 and article 23). GIs have proven to increase the country´s reputation for *terroir* and *savoir-faire*, which may indeed become a recognized symbol of quality. Success stories in Africa are leading examples of using this tool as an engine for social development (e.g., rooibos tea in South Africa [Gerz et al., 2006] and argan oil in Marocco [Perry et. al., 2019]).

There are common characteristics of volcanic wines: historical value and origin; minerality and multisensory experience; characteristic landscapes combined with fertile soil; and longevity of the wine. These wines could be defined as "heroic wines" (Chironi et al., 2020), given the extreme conditions of their geographical source, including climatic conditions. In general, adding the GIs label further qualifies agri-food products, indirectly improves other traditional value chains, and valorizes local communities where GIs are produced (Vandecandelaere et al., 2009), which ultimately contributes to the country's GDP (tourism and export). Due to their uniqueness, GIs volcano wines are contributing to the preservation of traditional landscapes and biodiversity conservation. They may also reduce migration away from rural areas.

Our research question focuses on how to use the current PDO volcanic wine as a spillover *volcanic effect* for: 1) developing new potential GIs products while increasing consumption of traditional Cabo Verde agri-food products that comply with quality standards; and 2) enforcing eno-gastronomic routes which could benefit local communities, while simultaneously providing a strategic integrated approach to the agriculture, tourism, and cultural sectors.

METHODS

The paper is based on international scientific literature in the field of GIs and volcanic wines, in policy analysis of Cabo Verde's legislative GIs framework, and national statistics in the agri-food and tourist sectors. Using a multidisciplinary approach, we suggest a pathway to examine challenges and opportunities offered by GIs through an integrated reading of the country's policies in the tourism, cultural, and agricultural sectors.

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DISCUSSION

Given the recent labelling, it is still too early to estimate Cabo Verde's PDOs wines real impact on the country's GDP and on local communities. However, the increased worldwide trends show the appeal that volcanic wines have, not only within the export industry, but also in enhancing the tourist experience (Chironi et al., 2020). However, in order to measure the effectiveness of PDOs wines of Cabo Verde, substantial tailor-made policies should support the process prior to, during, and after registration (Delphine Marie-Vivien et al., 2017). This should be done across several sectors, in addition to good marketing strategies.

Below (Fig. 1) we provide an integrated approach to sustainable employment of GIs in Cabo Verde, with the goal of increasing their multidimensional impacts.



Figure 1. GIs sustainable approach in Cabo Verde

A joint study between the Ministry of Agriculture and Environment and UNIDO (2018) shows that PDO wine stimulated the development of new agri-food value chains. Further, progress has also been made in granting the coffee and special goat cheese of Fogo with possible GIs protection. Challenges remain in regard to strengthening supply chains to avoid post-harvest losses, and to promote the food value chain from farm to fork, while ensuring the application of food safety standards throughout the process.

The nation's agricultural strategies focus on modern and quality agriculture as a tool for the fostering of productivity at micro and macro levels to diversify production, as Cabo Verde is still highly dependent on food imports (Office of Statistics, 2017-2021). We argue that GIs should be integrated into tourist and agri-food strategies. This would promote the introduction of local products into the tourist supply chain, where most food is currently imported due to an "inefficient inter-island transport and supply chain apparatus (product handling, cold storage)" (World Bank Group, 2019).

Our results highlight how policies should be based on participatory approaches that empower local communities and farmers, making them more knowledgeable regarding GIs collective processes. This will help introduce innovation and compliance with sanitary standards into traditional practices in order to improve know-how and sustainable production. The country should also identify and promote those tourist routes that target authentic experiences, including eno-gastronomic festivals and various cultural events that combine folklore with original music and agri-food.

CONCLUSION

GIs need nationally coordinated policies in various sectors – including modernization of transport, excellent IT infrastructure, and skilled workers – to be a resilient and sustainable mechanism for socio-economic development.

Building on Cabo Verde's current PDOs wines and the attractive trends of volcanic wines, we suggest that national policies should establish sustainable interconnected processes across various value chains. This approach should serve not only to maximize positive impacts created by the first GIs in Cabo Verde, but also to better integrate national policies (including agriculture, tourism, and culture) for hedging against the risks of a niche wine market – which is subject to external factors that may not favor exports (e.g., wars and pandemics).

A participatory approach to GIs would also benefit local communities, increasing their knowledge of quality products while favoring sustainable healthy diets and people's employment. The overall increased standards of traditional products and their traceability could produce positive effects as they are integrated into tourist supply chains.

Furthermore, the spillover, *volcanic effects* of already established PDOs wines may play an important role in preserving Cabo Verde's landscape and rich biodiversity – which would, together with other agri-food and cultural activities, contribute to granting tourists authentically holistic experiences.

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