

The perception of the economic agents on the quality and the control in the certification of wines in Geographical Indications (GIs)

Fátima Regina Zan

PPGPI-Programa de Pós-Graduação em Ciência da Propriedade Intelectual/UFS-SE

fatimazan@yahoo.com.br

Manuel Luís Tibério

CETRAD-Universidade Trás-os-Montes e Alto Douro

mtiberio@utad.pt

Suzana Leitão Russo

PPGPI-Programa de Pós-Graduação em Ciência da Propriedade Intelectual/UFS-SE

suzana.ufs@hotmail.com

Abstract

Since 1992 geographical indications have become a reference for product quality, especially in the food sector in the European Community. The identification of the products with the place of production was a strategy used in antiquity, mainly to identify the origin of the wines, being this the pioneer product. The research was developed in the demarcated wine regions of Portugal. This country is considered the birthplace and the pioneer in the regulation of Geographical Indication (GI). The first demarcated region was that of the Douro, where Port wine is produced. Seals identifying the products of the region demarcated for distribution to producers undergo a certification process, described in the Specification Manuals, formulated according to the rules established in the GI, which each producer must follow. Therefore, the research, sought to identify the process of certification of products originated from Portuguese GIs in Portugal, and the perception of economic agents on the control, good practices and quality, in relation to the distribution and control of certification stamps. The methodology used was field, documentary and bibliographic research by the use of questionnaires. For the economic agents, the quality of the products is satisfactory, not requiring changes taking into account the way in which it is being distributed and controlled.

Key-Words: Geographical Indications; Economic Agents; certification of wines.

Introduction

Geographical Indication is a distinctive sign of communal property, of Germanic origin, where communal property means "community interest". It is also considered (Almeida, 2014) to be an indivisible, inalienable right and ownership belongs to the collectivity, that is, to those who work in the geographical region of the

Geographical Indication (GI). The implementation of GI represents the valorization of a typical and notorious product of a region, where a space of reflection on control and quality as a community policy is proposed, which economic agents must follow to differentiate the products in the market (ARFINI et al, 2010).

However, control mechanisms exist as a prerequisite for the certification of GI products, despite ownership and independence, and can be carried out by public or private entities. In the case of private entities, they are governed by regulations established by the governmental authorities, that regulate and supervise them. The author also points out that, in countries such as France and Italy, control is done entirely by private entities, being only supervised by public institutions. Another form of control is self-control, a model used by the Champagne Region in France, which is done by the company itself.

The quality of GI certified products, if standardized and documented, increases consumer confidence and safety. Norms and regulations are a landmark and a uniform methodology that ensures clear competitiveness between economic agents that use GIs and increase the credibility of these products vis-à-vis consumers (VANDECANDELAERE et al (2010)).

The control of Portuguese wines certified as DOC or PGI, from the Decree of Law no. 212/2004, which regulated the so-called "Institutional Reform of the Wine Sector", was carried out by public and private institutions. The Wine and Wine Institute (IVV) and the Regional Wine Commissions (CVRs) were restructured and significant changes were made in the functioning of these entities. The CVRs, from that decree on, are known as "Wine Certification Entities" and the obligation to be accredited by the Portuguese Accreditation Institute (IPAC), according to NP EM 45011, are responsible for controlling the production and certification of wines.

The process of certification of origin in Portuguese geographical indications undergoes a series of regulated requirements and present in the handbook of specifications, constructed according to each of the demarcated regions, depending on the type of wine produced in that regional demarcation (Almeida, 2014). The quality of wines in the context of the European Union is strictly based on the characteristics of geographical origin and regulated by the Resolution 479/2008. The resolution establishes support measures, regulatory measures, rules on trade with third world countries and rules on potential production. In this way, the entire certification process carried out by the certifying entities must meet the requirements stipulated in the regulation.

In Portugal and throughout Europe, as mentioned earlier, the certification process has specificities according to the characteristics of each demarcated region. Thus, wine producers commercializing products of the GIs, either protected designation of origin (PDO) or protected geographical indication (PGI), must apply for certification at the certifying entities. According to INFOVINI (2016), "wine commissions or certification boards are cross-professional and autonomous boards whose main function is to supervise viticultural techniques and vinification processes." In addition to also having functions of promotion and dissemination of the wine products of the demarcated region.

The present work has as its objectives to identify the control process for the certification and to analyze the perception of the economic agents on the quality and good practices in the geographical indications of wines in Portugal. The methodology used was quantitative, bibliographical and documental research.

Literature Review

Certification of products in geographical indications:

Certifications of origin in geographical indications as distinctive signs are a collective tool for the sustainable development of territories and marketing promotion with the aim of highlighting places, people and products (Kakuta, 2006). According to the origin and the form of production, geographical indications are designated as Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) for products of the European Union. According to Rival et al (2016), the protected designation of origin refers to products originated in a region whose quality or characteristics are essentially and exclusively from the geographical environment, including natural, human, cultural and social factors which extraction and transformation occur in a limited geographic area.

While for IGP products, protection is granted to those that are processed locally but can be mixed with some external ingredients. PGI refers to a product coming from a region with a certain quality, reputation or other characteristics that can be attributed to that origin. In addition to that, the production or processing steps must occur within the delimited geographical area. At least one of the production, processing or preparation stages originates in the delimited area (RIVAL et al, 2016).

The particular qualities of certain products, attributable to their geographical origin, began to be known by pointing out the location where they were produced. According to Kakuta (2006), the specificities of the products are directly related to the production area and it is the commitment of the producers that guarantees the quality in the elaboration perceived by the consumers.

Tonietto (2002) describes geographical indications as organizations that:

"In practice, these concepts give legitimacy to the production with delimited geographical origin, whose products have typical characteristics and quality determined by the climate, the soil, the technology of production and elaboration, where the man with his know- faire" (TONIETTO, 2002).

According to Vandecandelaere et al (2010), the certification process does not occur automatically and the rules must be clear and count on public support policies. The author considers that the GI system is complex because it involves multisector, multilevel, public and private sectors, becoming important factors for the success of coordination and training of the actors.

Giovannucci et al (2009) argues that the implementation of a GI comprises several activities and requirements, part of the constitution of an entity or organization that will manage product certification, based on standards of control procedures that must be followed by producers.

They play a fundamental role for the organization of GIs, the groupings or the association of producers as a legal entity, both in the application for registration and in the management and control (Soeiro, 2005). According to Bagal and Vittori (2011), international agreements for the creation of GIs do not foresee the creation of an association or collective entity as a prerequisite, but consider it a success factor for the consolidation of this type of productive arrangement. In practice, it establishes rules of relations between internal stakeholders directly involved in the process (horizontal cooperation) as well as relations with external actors (vertical cooperation).

However, they are activities inherent to the groupings, alterations and requests for cancellation of the specifications; supervision of the effective protection of registered GIs; control of the conformity of production to the product specification; information, promotion and any activity aimed at improving value; the effectiveness of quality schemes and monitoring the position of products on the market (SOEIRO, 2005).

Almeida (2014) states that the principles to be verified in the control and certification are contained in the specifications, standards to be followed by producers in the Demarcated Region, which are decided among the participants of the GI, obeying the legal criteria for each product.

In accordance to the Regulation (EC) No 1151/2012 that regulates the quality schemes for agricultural products and food supply, Article 7, deals with the product specifications for PDOs and PGIs. In this same article, the minimum that the Specification Handbook of each GI must present is described as follows:

- (a) the name to be protected as a designation of origin or a geographical indication, as used in the trade or common language, and only in the languages which are or have been historically used to describe the product concerned in the defined geographical area;
- (b) the description of the product, including the raw materials, where appropriate, as well as the main physical, chemical, microbiological or organoleptic characteristics;
- (c) the definition of the delimited geographical area.
- (d) the evidence that the product originates in the geographical area
- (e) the description of the method of obtaining the product and, if appropriate, the local, authentic and constant methods as well as information on packaging. if the applicant grouping considers and justifies, with sufficient specific product-related grounds, that the packaging must be carried out in the defined geographical area in order to safeguard the quality; ensuring origin or ensuring control; taking into account Union law, in particular in the field of the free movement of goods and the freedom to provide services;
- (f) the elements that establish: (1) the relationship between the quality or characteristics of the product and the geographical environment and (2) if appropriate, the relationship between a given quality, reputation or other characteristic of the product and geographical origin
- (g) the name and address of the authorities or, if available, the name and address of the boards that verify the compliance with the provisions of the product specification in accordance with Article 37 and their specific tasks;
- (h) any specific labeling rules governing the product in question (REG.EU 1152/2012, Article 7).

Certification and control, quantity, quality, physical-chemical analysis, organoleptic analysis and physical controls are part of the certification. The certifying entity is also responsible for the application of fines, due to non-compliance to the GI regulation (Almeida, 2014). There is a need for representatives of GIs to provide the market with products that are consistent, standardized and recognized by consumers (CERDAN et al, 2010).

Certification Process

The process of certification of wine origin, notoriously in Portugal, began with the establishment of the General Company of Agriculture of the Vines of Alto Douro in 1756 by Marquês de Pombal. The certification consisted from the demarcation of the Douro Region on, in a process of qualification of wines produced exclusively in the Region. The wine would have the certification seal, such as Port or Douro wine, and it had as its main objective to avoid adulterations, to balance production and trade, as well as price stability. In the region of the Douro, 335 marks of stone were distributed including the designation of a factory, where the certified wine is produced (CARDOSO, 2014).

Currently, the plan for certification establishes a series of requirements to be verified and followed by the economic agents who wish to certify the product. As Tregear et al (2007) puts it:

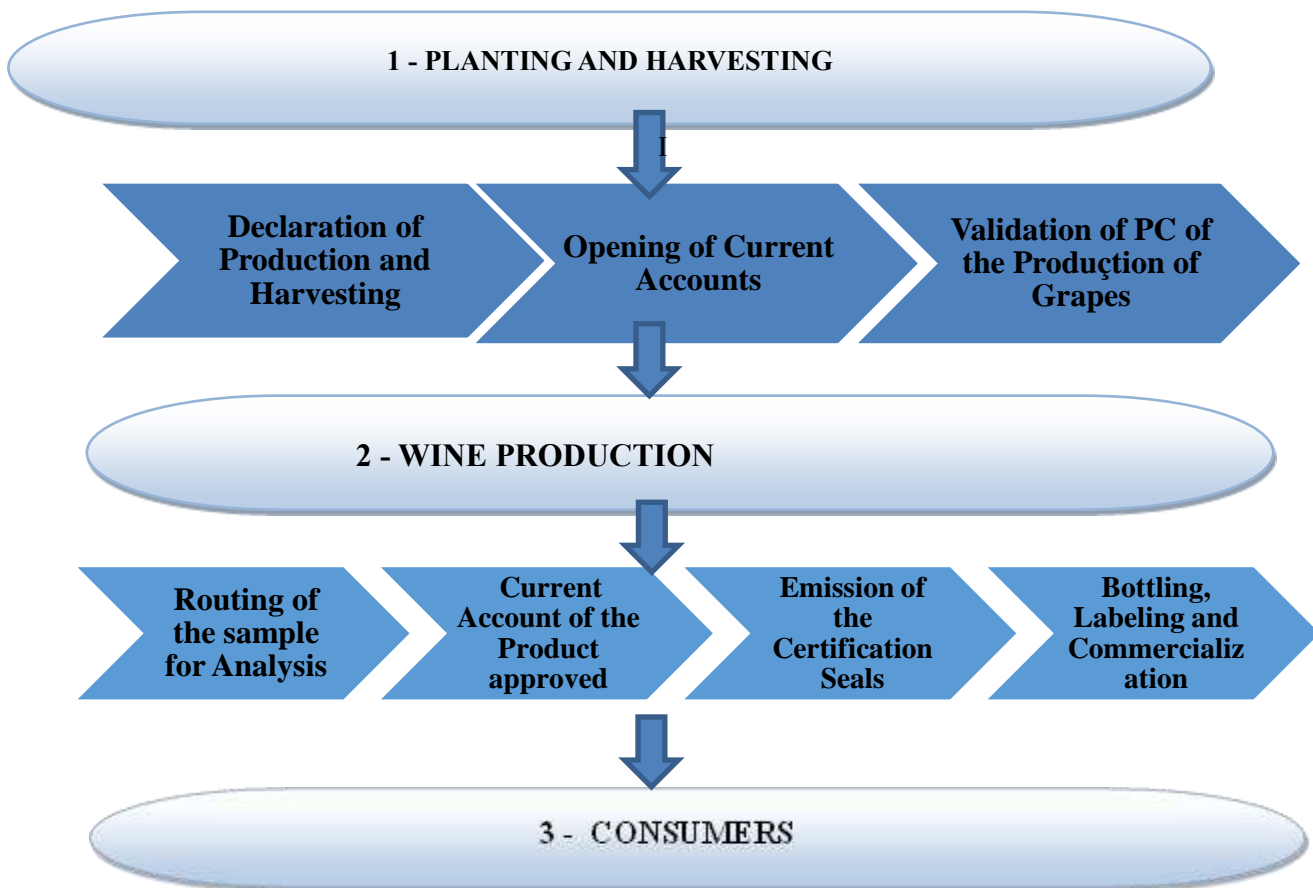
The quality of products certified in GIs is defined as the specification of production practices and characteristics of the product according to the "know-how", enumerated in a participatory manner, with the economic agents and controlled by the certifying entity. The producers involved, both in the production of grapes and in the production of wines, agree to fulfill the predetermined specific characteristics, in order to receive the certification seal and what should appear on the label of the products.

Although products of geographical indications are products with a characteristic history, they can not be tight in their mode of production, but should seek to follow what determines the consumers not only locally, but as far as their production reaches. Thus, products originated in demarcated territories, over the years have acquired new characteristics to adapt to legal trends and market aspects, re-adjusting to the changes in production techniques, commercial, environmental, social and cultural (MARESCOTTI, 2006).

For Marescotti (2006), the relationship between time and memory, local traditions and culture, that is, the "know-how", requires constant innovation as well as the appearance of products, so that the valorization of the typical regional product is not impaired.

The quality of the products is not linked to a single individual or producer but to a community of actors through the connection that united them and that have been changing and consolidating itself over time. Quality aspects bring credibility to the consumption of products and serve as a basis for the "collective reputation" for the specialization of the region or place where they are produced (RANGNEKAR, 2004). Some control and quality actions are directly related to the work of the economic agent and others are carried out in the headquarters of the certification entity or in laboratories accredited by IPAC. Wines that are approved and eligible to receive IG's guarantee seal undergo the certification process as shown in the flow chart below. According to Almeida (2014), the activities related to the geographical indications of wines aiming at product certification have the following steps to be controlled and audited by the certifying entity.

Flowchart of the Wine Certification Process



Source: Adapted from http://www.vinhosdoalentejo.pt/detalhe_conteudo.php?id=96

The stages of analysis and supervision for acquiring the certification seal go through the following criteria that has to be followed by the economic agents who are part of the IGs.

1 Protection, promotion and market regulation: The protection in the IGs requires more than the protection of the geographic name, but it has made necessary the association of the product, local origin and factors related to quality. In relation to the strategies for the placement of products in the market, according to Ragnekar (2004), the ones considered relevant are those of products, of communication, of prices and distribution.

2 Regulations: So that producers can benefit from the incorporation or aggregation of value to products of origin, it is necessary to establish rules, standards and regulations. If the rules are not fulfilled, they can damage the image of GI against the consumers. Therefore, according to the authors Vandecandelaere et al. (2010), the determinant in the aggregation of the value of the GI lies in the behavior of the producers, respecting the determined collective principles, that turns the product typical and valuable. "So that consumers are able to contribute to preserve the specific characteristics of the GI product on the market, it is important to establish well-defined rules and to require compliance."

3 Control: the controlled practice is related to the quantity and quality of the products. According to (Almeida, 2014) it has a direct relation to the proof of the place where the grapes are used for the production and the oenological follow-up are produced in a handbook called "Specification Handbook" in which the operations carried out in the production process are noted down and recorded.

The control in the GIs after implementation is characterized by three types: internal, external control and self-control. Cerdan (2010) understands internal control as what is carried out within the scope of the Management Entity through regulation, inspection and certification of the products. While external control is the type which is carried out by an accredited organization contracted by the Management Entity. Concerning self-control, this is done by the producer himself who controls his own production. What the European Union has done according to Cerdan (2010) is "to combine an external control of an official board to internal controls. This control of an official board must have the guarantee of exemption and impartiality, which are the necessary values to guarantee the specificity of a GI".

The compliance with collective rules and protection against counterfeiting becomes effective if it provides punishment of wrong behavior, for it can improve the return on product acceptance, especially if accompanied by the consolidation of a collective system of governance and promotion in the markets.

4 Physical-chemical analysis: in this analysis, the physicochemical characteristics of the specific laboratories of oenology are evaluated, such as relative density, alcohol content, hydrogenation potential (pH), total acidity, volatile acidity, free sulfur dioxide (SO₂), total SO₂, sugar and dry extract. The parameters of each of these variables are determined according to the type of wine produced, the legislation and the standards determined in the geographical indications.

5- Sensorial analysis or organoleptic analysis: it is a tool to evaluate the quality of the wines trying to identify the defects and to describe the qualitative attributes. The characteristics of wine are analyzed through sight, smell and taste. According to the author, the work is divided into four parts: by the senses, the description of the stimuli, the comparison with established standards and the judgment (RIZZON, 2010).

6 - Physical Controls: the controls of the production, circulation and trade of products of the wine sector that are originated in the geographic area of operation, being able to carry out inspections and to take samples in the vinification facilities, distillation, storage, bottling, distribution, wholesale and retail and in the transport container as well. And it also requests all documentation and information necessary to verify compliance with specific rules of the wine sector (CRVV, 2017).

After undergoing the control and the analysis steps, the products receive the certification seal and it is considered that they conform to the specifications of the demarcated region. According to Marescotti (2006), "certification seals are mechanisms and signs of information used by producers to stimulate favorable responses from consumers when they are faced with the choice of products of the same category."

Quality and Good Manufacturing Practices

The consumer identifies products certified in a GI by their specific quality and by the way they are produced. When certified they undergo a process of analysis through quality tools and good seal certified manufacturing practices, after attending the specifications regulated in each GI. Products linked to their origin and derived from GIs are the result of technical, social and economic relations. The identification of these products by the consumers in the relationship they maintain within the productive chain takes place through the recognition of the geographic name linked to the know-how and to the cultural traditions of the IG's encompassing region, which provides a collective reputation (BELETTI, MARESCOTTI, TOUZARD, 2015).

According to Anonym (2003), the evaluation of the quality of products or services in the GIs is based on their social benefit (Integral Quality) and highlights three components of quality:

Certified product quality: validation of the technical characteristics of the product regarding its social impact; certified quality of the process and place of origin; highlights and emphasizes society's know-how, the respect for traditional processes of work and the origin of products; valued quality; characterized by values collectively shared.

Wine Certifying Entities in Portugal

The control of production for the right to use the PDO or PGI seal is, therefore, carried out by the Wine Certification Entities in Portugal, which are designated by the Ministry of Agriculture and Sea through Ordinances by complying with requirements established in the Decree-Law No 212/2004 of 23 August and Order No. 22 522/2006. The entities accredited by IPAC follow the rules of Regulation 765/2008 of the European Community. According to the characteristics determined for each of the demarcated regions, an entity to be accredited starts to develop activities of evaluation and recognition of technical competence. In relation to the accredited entities that analyze the wines, they perform tasks as controllers and certifiers of PDO and PGI products.

In the demarcated regions, wines are produced according to the differentiated characteristics of the grape varieties and the types of wines produced which are listed in the table below.

Chart 1: Certifying Entities

Certifying Entity	Accreditation	Types of Wines
CVR of Green/Minho Wines	297/2008	White, Red, Rose, Fortified and Sparkling wines
CVR of Trás-os-Montes	1234/2008	White and Red
IVDP	AP	Port Wine (Fortified Wine), Red and White
CVR Távora-Varosa	197/2012	White, Red and Sparkling
CVR of Bairrada	193/2012	Red, Rose and Sparkling
CVR of Dão	37/2011	Red, White, Rosé and Sparkling
CVR of Beira Interior	280/2011	White, Red, Rosé and palhete, Sparkling
CVR of Lisboa	739/2008	White, Red and Sparkling.
CVR of Tejo	738/2008	White, Red, Rosé, Sparkling wines, Fortified wines
CVR of Península de Setúbal	614/2008	White and Red
CVR Alentejana	1000/2008	White, Rosé and Red
CVR of Algarve	1135/2010	White and Red
IVBAM	AP	Fortified Wines
CVR of Açores	C0036/2014	White and Fortified Wines

Source: Adapted from IVV- Instituto da Vinha e do Vinho de Portugal.

According to the Portuguese Accreditation Institute (IPAC), accreditation has been used by governments as a form of decentralization of state tasks, rationalizing costs but maintaining control and vigilance in the

same way. It is so that in the certification of wines, the Institute of Douro and Port Wine (IVDP) and Institute of Wine, Embroidery and Handicraft of Madeira (IVBAM) are entities of public nature and the others of private nature. The analyzes for certification are performed through accredited Laboratories, which perform Sensory Analysis and Physical-Chemical Analysis. They also have a chamber of tasters for sensory analysis. To certify, the entities that maintain the control of the management of the GIs should elaborate plans taking into account the legal and sanitary norms of the product. According to the Institute of Vine and Wine (IVV, 2015) in the Autonomous Regions of the Azores and Madeira, certification boards are regulated by their own regional norms.

Methodological Approach

The variables for analysis were collected through the application of a questionnaire, based on the Likert Scale, to 62 economic agents (participants) and members of GIs, The methodological procedures addressed in the present study or the means to achieve the objectives was the quantitative research. They were carried out through the application of questionnaires that consisted of two parts: one of identification and the other made up of closed questions based on the Likert scale. In the Likert scale, it was used a scale of 5 alternatives disagrees; disagrees in part; indifferent, agrees in part and fully agrees. Sixty-two questionnaires were applied from April to July / 2016 to the economic agents that are part of the 14 (fourteen) Geographical Indications of Portugal.

In relation to the documentary research, additional information about the Management and Certification Entities of the GIs was collected on websites, regulations, internal documents, specifications, board and senior management reports and minutes of meetings.

Presentation and Analysis of the Results Obtained

The Economic Agents who answered the questionnaire are characterized as follows according to table 1:

Table 1 - Characterization of Economic Agents

Economic Agents	Respondents	Percentage %
Farm Producer	10	16,13
Businessman / Winery	46	74,19
Businessman / Retail	3	4,85
Businessman / Tourism	1	1,61
Association or Cooperative	1	1,61
Manager / Certifying Entity	1	1,61
Total	62	100

Source: Prepared by the authors

Table 2: Identifies the number of questionnaires answered by the Economic Agents of the Management and Certification Entities of Geographical Indications. Porto / Douro were responsible for 33.88% of the answers obtained being so the highest index.

Table 2 - Geographical Indications to which Economic Agents are linked

Geographical Indications	Respondents	Percentage %
Verdes Vinhos	10	16,13
Trás-os-Montes	4	6,45
Porto e Douro	21	33,88
Távora-Varosa	---	----
Bairrada	6	9,68
Dão e Lafões	4	6,45
Beira Interior	3	4,84
Lisboa	6	9,68
Tejo	---	----
Península de Setúbal	1	1,61
Alentejo	4	6,45
Algarve	1	1,61
Madeira	2	3,22
Açores	0	----
Total	62	100

Source: Prepared by the authors

Control

Chart 2- Control

CONTROL	AGREEMENT LEVEL (%)				
	D	DP	I	AP	AT
1-The distribution of the certification stamps is satisfactory	5 (8,06)	3 (4,84)	6 (9,67)	21 (33,87)	27 (43,55)
2-The way the certification stamps are distributed must change	23 (37,10)	4 (6,45)	12 (19,35)	16 (25,81)	7 (11,29)
3-The results obtained are socialized to all the beneficiaries by the entity	10 (16,13)	9 (14,52)	23 (37,10)	15 (24,19)	5 (8,06)
4-The functioning of the Regulatory Board and the Regulation of Use (Specifications Handbook) are clear and objective.	9 (14,52)	10 (16,13)	13 (20,97)	23 (37,10)	7 (11,28)

Source: Prepared by the authors

Item 1: the distribution of certification stamps is satisfactory with 77.42% (48) agreeing to the form of distribution, only 12.90% (8) disagreeing and 9.68 (6) did not opinate.

Item 2: the way the certification stamps are distributed should change according to 37.10% (23), 43.55% (27) disagreed and 19.35% (12) did not opinate.

Item 3: the results obtained are socialized to all the beneficiaries by the management entity- 32.25% (20) agreed, 30.65% (19) disagreed, 37.10% (23) did not opinate.

Item 4: If the functioning of the Regulatory Council and the Regulation of Use are considered clear and objective- 48.38% of economic agents agreed, 30,65 (19) disagreed and 20.97% (did not opinate).

Chart 3 - Quality and good manufacturing practices

Quality and good manufacturing practices	GRAU DE CONCORDÂNCIA (%)				
	D	DP	I	CP	CT
1-There have been improvements in "wine quality" promoted by the Certifying Entity / Manager	2 (3,23)	5 (8,05)	3 (4,84)	26 (41,94)	26 (41,94)
2-Good Manufacturing Practices are considered for the emission of the seals	9 (14,52)	6 (9,67)	16 (25,81)	17 (27,42)	14 (22,58)
3-There is agreement with the form of evaluation of the quality for certification	6 (9,67)	7 (11,29)	7 (11,29)	26 (41,94)	16 (25,81)
4-Product quality and good practices are socialized and discussed in a participatory manner.	16(25,81)	14(22,58)	13(20,97)	14(22,58)	5(8,05)

Source: Prepared by the authors

In the analysis of Table 3, we find the following information:

Item 1: there have been improvements in "wine quality" promoted by the Certifying Entity / Manager: 83.88% (52) agreed, only 11.28% (7) disagreed, and 4.84% (3) did not opinate.

Item 2: Good manufacturing practices are considered for the emission of seals or just the way the product is produced is considered: 50% (31) agreed, 24.19% (15) disagreed, and 25.81% (16) did not opinate.

Item 3: There is agreement with the form of quality assessment for certification: 67.75% (42) agreed, 20.96% (13) disagreed and 11.29% (7) did not opinate.

Item 4: Product quality and good practices are socialized and discussed in a participatory manner: agreed 32,26 (20), disagreed 48,39 (28) and 22,58 (14) did not opinate.

Conclusions

The definition of the demarcated region or geographical indication goes through a series of arrangements to be consolidated among the economic agents in a participatory way. Among the arrangements, there are control and quality specifications and good production and marketing practices. The certification stamps to be distributed must be validated by all phases of the certification process, as ex-ante and ex-post.

In the demarcated regions of Portugal, the economic agents when answering the questionings made in the research showed satisfaction with the certification process and the issuance of the stamps, norms and regulations. That happens even because the product with DOPs or IGP certification acquires notoriety also by the way the certification system is developed. Certifying entities play roles of integration between the

different economic agents through policies for the placement of products in the market, the development of the region, the protection of culture and sustainability.

The quality of products directly linked to the place of origin is a relevant factor for the consumer, which associates characteristic attributes created through their affective ties with the place.

References

Almeida, A. R., Alguns Problemas das IGs (Palestra). III Workshop Catarinense de Indicação Geográfica. II Encontro Internacional Interdisciplinar em Patrimônio Cultural .Joinville-SC. 2014.

Arfini, F.; Belletti, G.; Marescotti, A., Prodotti Tipici e Denominazioni Geografiche: Strumenti di tutela e valorizzazione. Quaderni del Gruppo. Roma. 2010.

Bagal M. N., Vittori, M. Manuel pratique sur les Indications Géographiques pour les pays ACP. CTA, OriGIn et Agridea. Lausanne, Suíça, 2011.

Barjolle, D., Sylvander, B.. Protected Designations of Origin and Protected Geographical Indications in Europe: Regulation or Policy? Recommendations. Comissão Europeia. Junho 2000.

Belletti, G.; Brazini, A. e Marescotti, A. To use or not to use protected geographical indications? An analysis of firms' strategic behavior in Tuscan. 3rd AIEAA Conference-Feeding the Planet and Greening Agriculture Alghero. 2014.

Belletti G., Marescotti A., Touzard J.M. "Geographical Indications, Public Goods and Sustainable Development: The roles of actors' strategies and public policies". World Development Vol. 98, pp. 45–57. 2015.

Cardoso, A. B., Douro: Wine, History and Heritage. APHVIN/GEHVID. 2014.

Cerdan, C.; Bruch, K. L.; Silva, A. L. da; Copetti.; Fávero, K. C.; Locatelli, L. **Indicações Geográficas de produtos agropecuários: importância histórica e atual**. In: Pimentel, L. O. (Org.). Curso de propriedade intelectual & inovação no agronegócio: módulo II, indicação geográfica. 2.ed. Brasília: MAPA (Ministério da Agricultura, Pecuária e Abastecimento); Florianópolis: SEaD/UFSC/FAPEU, p. 26-55, 2010.

CRVV-Comissão de Viticultura Alentejana. Available at:

http://www.vinhosdoalentejo.pt/detalhe_conteudo.php?id=96. Accessed on August/2017.

CRVV-Comissão de Viticultura da Região dos Vinhos Verdes. Regulamento da DO Vinho Verde. Available at: <http://portal.vinhoverde.pt/pt/regulamento-do-vinho-verde#>. Accessed on August/2017.

Giovanucci, D., Josling, T., Kerr, W., O'Connor, B., & Yeung, M., Guide to geographical indications. Linking products and their origins. Geneva, Switzerland: The International Trade Centre. 2009.

Entidades Acreditoras. Available at:

http://www.ivv.minagricultura.pt/np4/?newsId=4333&fileName=Acredita_o_EC_10_Agosto_2015.pdf Accessed on August /2017.

Regiões vitivinícolas de Portugal. Available at: <http://www.winesofportugal.info/> Accessed on August/2017.

Kakuta, S. M.; Souza, A. Lo I. L. de; Schwanke, F. H., Giesbrecht, H. O. Indicações geográficas: guia de repostas. Porto Alegre: Sebrae/RS, 2006.

Rangnekar, D., The Socio-Economics of Geographical Indications: A Review of Empirical Evidence from Europe. International Centre for Trade and Sustainable Development (ICTSD) e United Nations Conference on Trade and Development (UNCTAD). Issue Paper No. 8. Geneva, Switzerland. 2004.

Regulamento União Europeia n.º 1151/2012: relativo aos regimes de qualidade dos produtos agrícolas e dos géneros alimentícios. Available at:

<http://eur-lex.europa.eu/legal-content/pt/TXT/?uri=CELEX%3A32012R1151> Accessed on December/2016.

Rival, A.; Montet, D., e Pioch, D. Certification, labelling and traceability of palm oil: can we build confidence from trustworthy standards?

Available at: <https://www.ocl-journal.org/articles/oc/abs/2016/06/oc1160042s/oc1160042s.html>

Accessed on August/2017.

Rizzon, L. A. Metodologia para análise de vinho. Embrapa Informação Tecnológica, Brasília-DF. 2010.

Soeiro, A. Denominações de origem e indicações geográficas protegidas: a sua importância. 2005. Available at:

<http://www.pluridoc.com/Site/FrontOffice/default.aspx?Module=Files/FileDescription&ID=1910&lang=pt> Accessed on August/ 2017.

Tonietto, J. Indicação geográfica Vale dos Vinhedos: sinal de qualidade inovador na produção de vinhos brasileiros. In: V Simpósio Latino-Americano sobre Investigação e Extensão em Pesquisa Agropecuária/ V Encontro da Sociedade Brasileira de Sistemas de Produção. Anais. Florianópolis: IESA/SBSP, 2002. p.1-16.

Tregear, A.; Arfini, F.; Beletti, G. e Marescotti, A. Regional foods and rural development: The role of

product qualification. Journal of Rural Studies 23. p. 12–22.2007

Vandecandelaere, E., Arfini, F.; Belletti, G.; Marescotti, A. Unindo Personas, Territórios Y Productos. Guia para fomentar la calidade vinculada al origen y las indicaciones geográficas sostenibles. ONU-FAO. Roma-IT. 2010.