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GEOGRAPHICAL INDICATION OF THE COCOA FROM TOMÉ-AÇU AS INDUCTOR OF DEVELOPMENT AND PROTECTION OF LOCAL COMMUNITIES

INDICAÇÃO GEOGRÁFICA DO CACAU DE TOMÉ-AÇU COMO INDUTORA DO DESENVOLVIMENTO E DA PROTEÇÃO DE COMUNIDADES LOCAIS

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Abstract

The geographical indication (GI) is studied in the context of intellectual property and is regulated by the Industrial Property Law. The State of Pará is extremely rich in biodiversity with potential for its origins protected by this distinctive sign; however, it has only one registration granted. Several studies have attempted to highlight the relationship of GI with the territorial development process, in several regions of Brazil. The aim of the work was to evaluate the construction and influence of the Tomé-Açu cocoa GI as an instrument of territorial development and recognition of local communities, and to prospect for the existence of products or services that eventually forget in the center of new protection articulations. Bibliographic, documentary and field research were researched using the spatial area of the municipality of Tomé-Açu. The research had quantitative-qualitative approach, as from case study and oral history. It was identified that, although there are still no concrete economic benefits from the GI, it can contribute to the territorial development process and the recognition of local communities, in addition to having the potential to innovate in the cocoa production and marketing process.

Keywords: Property Intellectual. Biodiversity. Pará.

Resumo

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A Indicação Geográfica (IG) é estudada no contexto da propriedade intelectual e é regulamentada pela Lei da Propriedade Industrial. O Estado do Pará é extremamente rico em biodiversidade com potencial para ter suas origens protegidas por esse signo distintivo, porém, possui apenas um registro concedido. Vários estudos tentam evidenciar a relação da IG com o processo de desenvolvimento territorial, em várias regiões do Brasil. O objetivo deste trabalho foi avaliar a construção e a influência da IG do cacau de Tomé-Açú como instrumento de desenvolvimento territorial e de reconhecimento de comunidades locais, e prospectar a existência de produtos ou serviços que eventualmente estejam no centro de novas articulações de proteção. Foram realizadas pesquisas bibliográfica, documental e de campo, tendo como recorte espacial o município de Tomé-Açú. A pesquisa teve abordagem quanti-qualitativa, a partir de estudo de caso e história oral. Identificou-se que, embora ainda não haja benefícios econômicos concretos advindos da IG, esta pode contribuir no processo de desenvolvimento territorial e no reconhecimento de comunidades locais, além de ter potencial para inovar no processo de produção e comercialização do cacau.

Palavras-chave: Propriedade Intelectual. Biodiversidade. Pará.

Introduction

The geographical indication (GI) is a kind of intellectual property that recognize the quality assigned to a product or service originated from certain territory and presents a typicality, in other words, it must necessarily express peculiar characteristics from a region (ROCHA FILHO, 2017). The GI has the function to protect distinctive signs and can works as an induction tool of the process of territorial development (LOCATELLI, 2009).

There are several ways to define and approach the topic territorial development. The question can be worked by a legal normative bias or based in scientific studies. For Cerdan (2013), the territorial development can be presented by two conceptions: in the territorial conception, as a space of collective coordination, production of knowledge and solidarity of the actors situated in a territory; and in the territorial economy, based in the development from a process of specification of territorial actives. In this context, actions from the actors and their collective organization around the appreciation of some actives, as a product recognize as GI, is presented as a doble process of research activation and of territory specification, besides to offer territorial dynamics of individual, collective and institutional learning.

The Industrial Property Law (IPL) regulates some species of intellectual property, as a geographical indication. The IPL does not conceptualize GI, but divide in two species: origin indication (OI) and origin denomination (OD) (BRASIL, 1996). The OI has the role to recognize and register products and services with their origin reputation, characterized by the tradition, the know-how and other determinant factors, while the OD recognize that natural and human being factors of certain regions or territory denote unique characteristics to products and services (ZAMBOM; DONA; 2019).

In Brazil the “Instituto Nacional de Propriedade Industrial” (INPI), a federal autarchy bound to the Economy Ministry is the responsible organ by the register of geographic indications. According to INPI (2019), GI is an active of industrial property used to identify the origin of a certain product or service, when the place has become known or when certain features or qualities from the product or service is due to the geographic origin. In legal terms, the GI protect the undue usurpation of the geographic name registered in INPI (LOCATELLI; SOUZA, 2016).

From the analyses in INPI data bases it is observed an increase in the number of GI registers in the last Years, mainly considering the coastal axis, localized among the South, Southeast and Northeast regions (INPI, 2021). A study performed by Food and Agriculture Organization of the United States (2018) with nine GIs placed in developed and in development countries showed those distinctive signs can present positive impacts in the territorial level, such in job creation, tourism increase, improvement in the quality and image of products and services.

The Para state is one of the bigger Brazilian states. Placed in the Amazon region has a big territorial, agri-environmental and cultural diversity. The products and services are traditionally recognized in both, their essence and production mode. Several products carry the characteristic “know how” from the region people. However, not always products and service providers hold knowledge about the possibilities of intellectual protection on the “paraense” richness, even if They

are organized in production systems. To change this scenario initiatives from governmental and private institution may positively impact in the process of recognition and intellectual protection in this region as the creation of the “Fórum Técnico de Indicações Geográficas e Marcas Coletivas” (CRUZ, 2017).

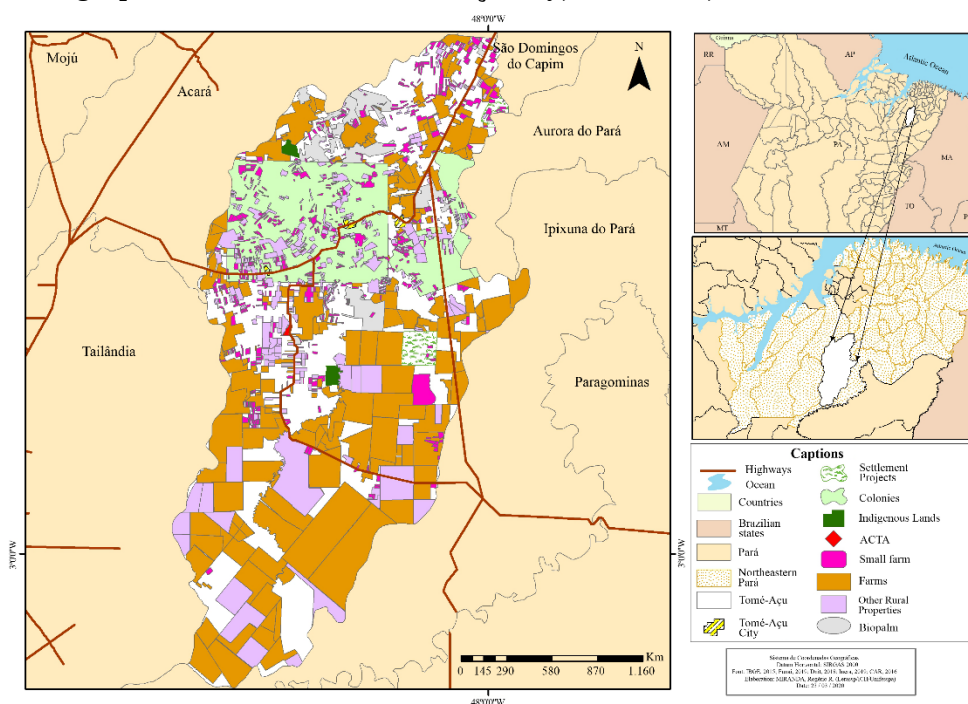
In this sense, it is necessary to comprehend eventual reasons that make Para state, which is placed in the frontier of one of the bigger biodiversity reservoirs in the planet, with peculiar costumes, traditions and “know-how”, had, until 2020 year, only one recognized GI in its territory, which is the GI of the cocoa from Tomé-Açú (BR 4020140000107), of the PI species. The work aimed to evaluate the implementation and influence of the GI of the cocoa from Tomé-Açú as a tool of territorial development and recognition of the local communities and prospect the existence of possible products or services that eventually are in the center of new articulations and protection.

Material and Methods

This study was performed by a qualitative approach from analyses of the main available references in the literature about the searched Project, including published studies in virtual data banks, scientific periodic bases, law and available information in platforms, such the INPI (<https://www.gov.br/inpi/pt-br>). The study case of the GI of cocoa from Tomé-Açú was performed according to Yin (2001) and Chizzotti (2017).

Popularly known as “cacauero”, the species *Theobroma cacao* is an Amazonian native plant originated from Peru and Colombia region in the coastal region from Andean Mountain region (OLIVEIRA, 2016). Tomé-Açú is a city from the Para northeast, placed at 208 kilometers from Belem, Para state Capital. The city has a territorial extension of 5.145,34 km² (Figure 1).

Figure 1: Geographic localization of Tomé-Açú city, Para state, Brazil



It were administered semi structured questionnaires (Supplementary material) and interviews for a total of 34 people in August 2019 and January 2020, representing the main actors involved in the solicitation and articulation process of the Tomé-Açú cocoa GI: farmers, rural producers and merchants from cocoa branch; as well as the managers linked to the “Associação Cultural e Fomento Agrícola de Tomé-Açú¹ (ACTA)”, “Cooperativa Agrícola Mista de Tomé-Açú (CAMTA⁵)”, “Serviço Brasileiro de Apoio às Micros e Pequenas Empresas (SEBRAE)” from Paragominas, “Comissão Executiva do Plano da Lavoura Cacaueira (CEPLAC) from Tomé-Açú” and Municipal Department of Agriculture from Tomé-Açú (SEMAGRI), being that most of the actors bound to these entities are also cocoa rural producers. The Search also achieved farmers and cocoa

⁵ ACTA is the processual substitute from the geographical indication of the Tomé-Açú cocoa.

rural producers that did not participate from the GI implementation in the universe of 34 interviewed people.

The interviews were performed in accordance to the theoretical-methodological denominated oral history, which try to hear and register the voices of people excluded from the official history and put them inside it to better comprehension of the investigated phenomenon, enabling the performance of narrative appointments, conceptions, approaches and opinions from the interactive process of interviews.

The process of qualitative data was performed with the use of descriptive statistics and the technique of inferential statistic from the analyses of the obtained data interpretation.

Results and Discussion

The research revealed important information about the process dynamic that resulted in the GI registration of the Tomé-Açú cocoa. The M.K. producer highlighted the influence of a Japanese researcher that remained two Years in Tomé-Açú city, visiting and getting to know each property and described the culture known as “consórcio”, as a “Agroforest System”. Today the technique is widely denominated of Sistemas Agroflorestais de Tomé-Açú (SAFTA), and the label “SAFTA” was already registered in the INPI.

For the current Tomé-Açú secretary of Agriculture, the culture of Tomé-Açú cocoa is, in a general way, inside the Agroforest System. Considering that Tomé-Açú is not one of the biggest cocoa producers in Para state and analyzing the GI project in this research it is noted that the cultivation technique by the agroforest system characterizes a typicality of the cocoa origin in this city.

During the research, several SAFTA's that conjugate the cultivation of law trees with cocoa and other culture were identified. From the performance of this work, it was observed that the biggest producers of cocoa from the city are Japanese or descendants from Japanese migrants and follow with the Agroforest system, including the cultivation of cocoa in this system, such the interviewer M.K. that cultivate more than 230 hectares in the Agroforest system and highlight the importance “The culture diversity brings financial security to the producer. If one fail, the other sustain him” (SILVA, 2018).

For Marques et al. (2017), one of the main objectives generated by the implementation of the Agroforest system is the production of food for the own family subsistence, as the familiar farmer, besides the income increase and production diversification. The economic and social advantages from the cultivation in Agroforest systems are highlighted in Paludo and Costabeber (2012) studies:

SAFs have been contributing to the fixation of the farm in the field in the different region, rescuing the family self-esteem and encouraging the associative spirit among the local farmers. They are also showing economic, ecological and social viability in most of the adopted projects, bring income to the families, rescuing the productive capacity of the Agroecosystems and arousing a bigger conscientization among the farmers in their relation with the environment and the entire society.

All the findings in relation to the agroforest systems are tightly corroborated to the Arco-Verde, Amaro and Silva (2013) studies, which define the SAF's as an available option among the existing sustainable production systems and still states that the system of consortium cultivation presents as one of the main objectives the contribution for the food and economic security of the rural producers.

From the total of 34 interviewed people, 91.18% were farmers and rural producers of cocoa in Tomé-Açú city and 8.82% other actors. According to the agricultural census in this city, the locality owns 650 agricultural establishments containing 50 or more cocoa trees (IBGE, 2017). Thus, considering only the interviewed people that are also producer or farmer, the research taken a sample of 4.77% from the total of the cocoa rural producers in the city.

Based in the interview with the current president of the Mixed Agricultural Cooperative from Tomé-Açú and the ex-president from Cultural Association and Agricultural fomentation from Tomé-Açú, it was identified that the CAMTA (entity that centralizes almond purchase) started the process of articulation that resulted in the GI of Tomé-Açú cocoa. The interviewed stated that the international market, mainly European and Japanese, requires the products certification with clarity in origin identification and, in this sense, the GI represents an advance for the producers of Tomé-Açú cocoa. The president highlighted that although ACTA is the “owner” of the GI, it does not have exclusivity on it. For the cooperative president all Tomé-Açú cocoa producers have the right of

enjoying the benefits of the GI and the CAMTA is developing a fundamental role with the small familiar farmers to meet the requirements of the notebook of technique specifications and further conditions required by normative and to have the benefits from the GI of Tomé-Açú cocoa according to the Normative instruction nº 095/2018 (BRASIL, 2018).

The CAMTA president stated that in the begging of the GI project the perspective was that de Mix cooperative from Tomé-Açú could be the GI “owner”, however, by question of compatibility with the roles and needs of INPI, the ACTA had to assume all the conduction process of geographic indication in function of the extend representativity that the association presented with the famers and rural producers.

The E.T. farmer ensured the existence of a very strong exportation market to Japan, but stated that there is a huge variation in prices. This constatation is corroborated by the CAMTA and ACTA presidents, when assert that the Japanese company Meiji is the biggest buyer of dried almonds for chocolate production and commercialization.

Aiming to contextualizing the dynamic of GI process, both the CAMTA president and the agricultural city secretary from Tomé-Açú assert that since the beginning of the GI process register there was participation of the Japanese government either by financing of expenses related with the process, performed by the agency of International cooperation from Japan or by consultant and revision of the necessary documentation to the instruction of the GI process in INPI by mediation of Tokyo University of Agriculture and Technology. The ACTA president added that SEBRAE had an important contribution in the process of GI concretization.

The Tomé-Açú agricultural city secretary, which is also farmer and actively participate of the GI register highlighted the initial idea was the concomitant protection of four products: cocoa, black pepper, “açai” and “cupuaçu”. The GI request of those species were protocolled in INPI, which carried out steps to prioritize one of these products and the ACTA chose cocoa protection.

For the SEBRAE environmental engineering, one of the actors directly involved in the project, the GI protection of cocoa from Tomé-Açú was resulted of work and dedication, involving the performance of the first studies (2012), initial deposition of the request (2014) and the official publication of the GI (January 2019), totalizing seven years. Marins and Cabral (2015) explained that the process of GI purchase requires a considerable volume of research and cooperation among institutions.

In relation to the GI “holder” entity, Locatelli (2009) states that it may not be confused ownership of the GI use right with the legitimacy to require the registration, since the ownership keeps in the hands of the producers fixed in the demarcated geographical area, while the legitimacy is from the entity responsible for the GI register to attend the collective demand. Thus, ACTA is not the titular of the use right from Tomé-Açú cocoa GI. The association was legitimated to require the register in name of the cocoa producers, from the delimited territory, which the legislation call of processual substitute. All the famers and rural producers that are settled down inside the delimited geographical area and that attend the need of the specifications book, good practices manuals and others legal and normative institutes can use the GI. It is worth mentioning that in accordance to the current standards those producers or farmers do not need to be associated to the ACTA (BRASIL, 2018).

From the research results it could be identified the main reasons by which the GI ecognition for the cocoa of Tomé-Açú city (Board 1).

Board 1: Motivation of the producers for the recognition of Tomé-Açú cocoa GI

Answers (The interviews could choose more than one option)	Qty.	(%)
Has an official instrument, which shows through the certificate of origin indication, the Tomé-Açú cocoa origin	30	88.24
Territorial development	15	44.12
A way of innovation in the process of production and commercialization	15	44.12
Avoid rural exit – protection of the traditional/local communities	5	14.71
Other answers*	5	14.70

*Strengthen not cooperated producers in the CAMTA; Foreigners researchers’ suggestions; choose for aggregation in the product value; Japanese government project; Protec the production and publicize the city.

The research shows most of the interviewers believe that the main reason for the GI was the need to have an official instrument that recognize the origin of Tomé-Açú cocoa. This result is corroborated in the E.S. interviewer speech that asserted “The Japanese market wanted any

certification that characterize and proved the cultivation system and product quality”. This aspect of the research also evidenced the territorial development, in production and product commercialization way, it was one of the reasons that led the producers to articulate the GI register. In this sense, Maiorki and Dallabrida (2015) indicate in their studies that the GI is a process of collective construction that aim to benefit a territory. Marins and Cabral (2015) observed that the implementation of a GI has the potential to generate benefits to the local Community through the interaction of agents, promoting innovation and development.

It was researched the level of participation of the interviews or from the organization They represented in the process of Tomé-Açú cocoa GI recognition. Most of the interviewers answered that did not have any participation in the process, according demonstrated in figure 2. Another investigated element was the difficulty level of the actors’ mobilization involved in the process, such the rural producers, technicians, institutions among others. Most of the interviewers affirmed that the process presented high complexity level (Figure 3).

Figure 2: Level of interviewers’ participation in the process of Tomé-Açú cocoa GI register

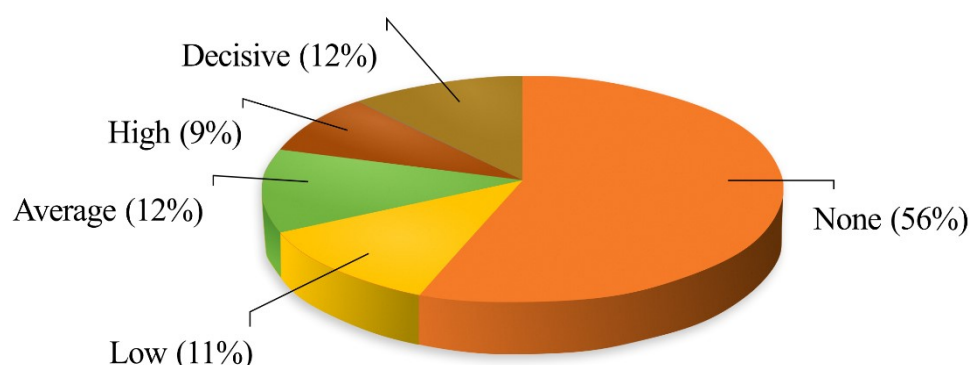
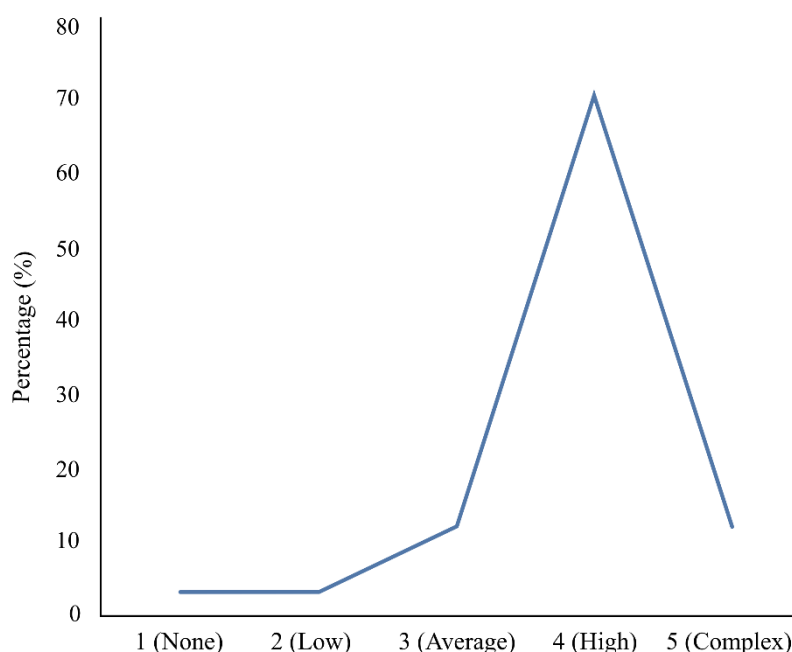


Figure 3: Difficulty level in the articulation and mobilization of the actors responsible for the Tomé-Açú cocoa GI register



For the Tomé-Açú Agricultural Municipal Secretary, a very reduced group of people effectively participate of the GI implementation process. The secretary affirms that during the GI articulation process many of the farmers did not demonstrate interest, noticed by the low involvement in the performed actions. According to the secretary many farmers demonstrated indifference because They did not visualize financial advantages in short time with the process or by their simply vision about the theme. For Mascarenhas and Wilkinson (2013), there is not a clear

perception about the potentiality of the GIs for the most of the actors, mainly in the phase of pre-recognition. In this work, it was observed that the absence of a consistent perception of the involved actors in the GI register of Tomé-Açu cocoa may have influenced in the low adhesion of the collective.

Inham (2019) presents three bottlenecks that have occurred in different phases of GI process implementation: 1) Pre-implementation, when the challenges are bulky and involve questions related to sanitary normative, legislation, product presentation and other questions; 2) Implementation, involves the information propagation to the farmers about what is a GI and the reasons of the registration as well as the need for the engagement of an entity; and 3) Post-implementation, the biggest challenge in this phase is when the producers are not the protagonists of the GI process of implementation. From these conceptions, it is possible to affirm that when there is not an effective participation of the farmers and producers in all the process, the GI can be characterized as something formal, however with no specific benefits for the territory community.

The farmers and other interviewers considerably varied in the answers about the main encountered difficulty in the process, however, most of them believe that the main obstacle to the GI recognition was the bureaucracy (Board 2).

Board 2: Main difficulties encountered during the process of Tomé-Açu cocoa GI.

Answers (The interviewers could choose more than one option)	Qty.	(%)
CAMTA assumed all the process/ restrict information to CAMTA	2	5.88
The necessary time to elaborate and enable the GI dossier documentation	3	8.82
Governance and target public regimentation / lack of interest of some producers	2	5.88
Lack of professionals related to the theme for the process conduction	5	14.71
Bureaucracy/ excess of documentation	19	55.88
Conception delay / Slow process / Difficulty / Initial requests mistakes	9	26.47
Other answers*	7	20.58

*Lack of governmental incentive, necessary investments to the conduction of GI process registration, among others.

In spite of the difficulties pointed in the process of mobilization of the Tomé-Açu cocoa producers that resulted in the GI, the Ministry of Agriculture, Livestock and Supply (2014, p.110) preconizes that:

The implementation process of a GI cannot be planned and performed behind closed doors. It is a collective and participative process, in which the local actors (producers, raw material transformers, people connected to the commerce, to the tourism, etc.- All the productive chain must be involved) They need to be protagonists. The representative participation of different actors in the territory is essential for the GI construction. Much of the success lie there.

Cerdan (2013, p.137) stands out the fragilities that can impact in the process of GI implementation and in the territory development:

One related to the weak influence of the protagonists of these initiative types (being them individual or collective) in the local governance; and another that refers to the understanding of the articulation level of these initiatives with the dominant economic dynamics.

The fragility of the farmers and rural producers' mobilization process observed in this work can be discussed from the motivation to protect the Tomé-Açu cocoa as GI, which was the certification to ensure the origin and quality of the cocoa almonds to attend the exigence of the main product importer market (Japan), and not from a genuine desire collectively emerged.

The study performed by Cruz (2017) about geographical indication in Pará state indicates that in the process of territorial development when it is fencing a situation in which a reduced number of producers will have conditions of participation, in detriment of collectivity, could have conflict. For Flores (2007), the problem of lack of cooperation was one of the limiting factors of the "Vale dos Vinhedos" GI, due to the destabilization of the confidence relations arising from the economic interest of the familiar wineries, reducing the possibility of territorial development. According to Niederle (2009, p. 13) analysis,

even in the significative aggregation absence of the value in sectorial level, the positive externalities about the territory can make of the GI an energizing factor of the development, opening new opportunities for the actors who did not participate or the ones excluded from the productive

chain. For this concretization, however, the cooperation is generally a primordial factor for the improvement of the productive capacities and the access to the market and to other territory actors.

The research also evaluated the level of participation of government (Figure 4) and the perception of the interviewers in relation to the possible impacts that the Tomé-Açu cocoa GI could bring in the process of territorial development (Figure 5). It is important to highlight that the GI registration of the Tomé-Açu cocoa was recent (2019), less than one year from the official publication of the GI recognition and the beginning of this research performance.

Figure 4: Level of participation of the government in the process of GI registration of Tomé-Açu cocoa

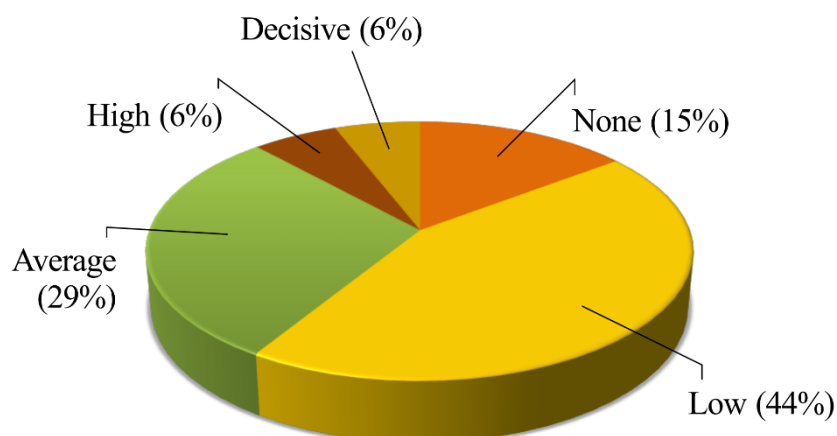
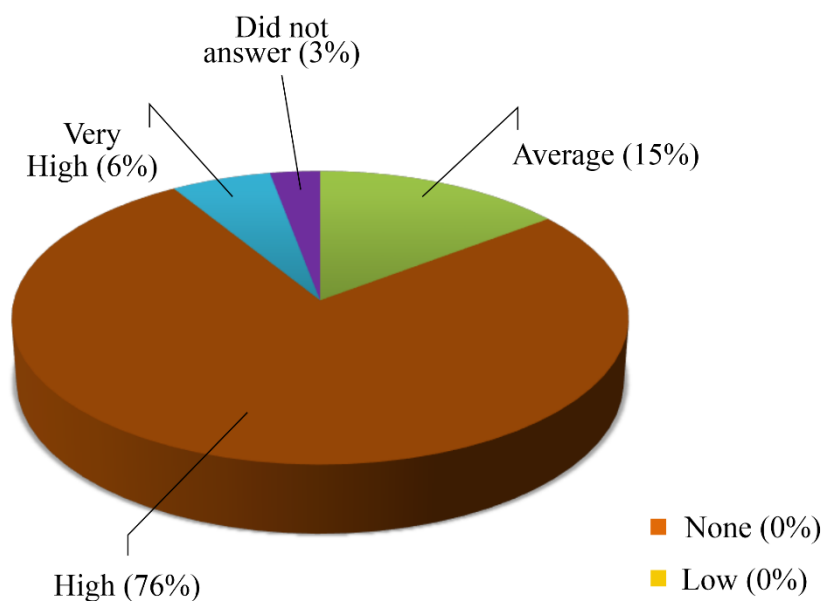


Figure 5: Possible impacts of the Tomé-Açu cocoa GI in the process of territorial development



The result shows the farmers believe in the perspective of territorial development fostered by the GI. The City Secretary of Agriculture stated that in spite of the Tomé-Açu cocoa GI recognition, there is the need to build a structure to enable the GI operationalization, in other words, still exist post-recognition steps to be accomplished, however, He believes in economic and social effects for the city of Tomé-Açu. The ACTA president also believes the GI will enable the local development, specially fostering the project named “Japanese Immigration route”, a touristic rout from the city of Tomé-Açu.

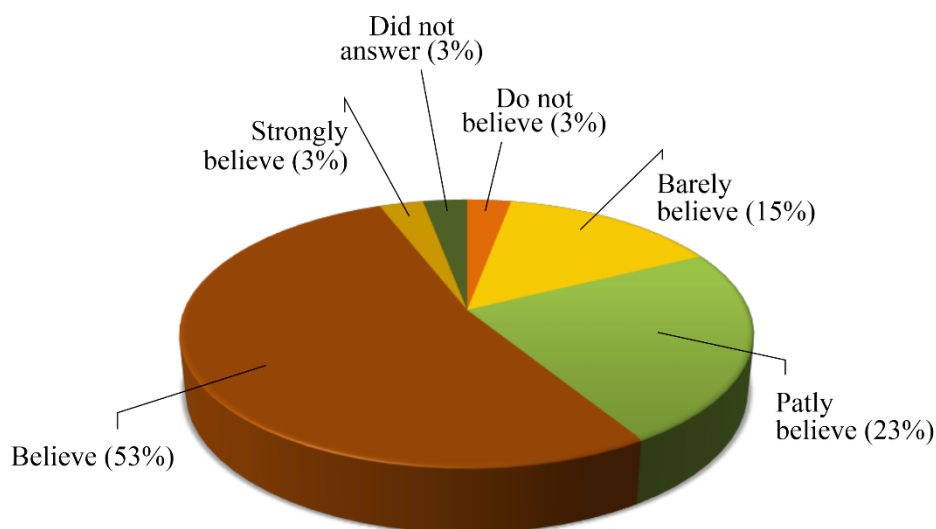
The M.K. producer believes the geographical indication will bring economic benefits to the city, specially by the fact They work with a cutting-edge Japanese company and that is the main buyer of Tomé-Açú cocoa almonds. He still stood out that the benefits will be powered in reason of the socioenvironmental market appeal, referring to the fact that most of the cocoa producers use the agroforest system.

The E.K.S. producer, owner of three rural unities, manifested worried about the exigences for the cocoa commercialization as GI, but affirm to know the need to attend to a series of requirements and that is already prepared for it from basic orientations related to the implementations of an excellence center in the cocoa production and processing for adequation to the requirement contents in the current legislation (BRASIL, 2018).

It is important to point out that from this research performance, it was observed that most of the farmers and rural producers do not have economic conditions to build their properties as an excellence center in the processing of the cocoa almonds. The challenge of ACTA, CAMTA and other promotion entities will be the promotion for the farmers and rural producers, mainly the small ones, adequate conditions for the production of cocoa almonds.

The figure 6 presents the perception of the interviewers about eventual contributions of Tomé-Açú cocoa GI in the territorial development and in the recognition of local communities. According to Cerdan (2013), the protection and promotion of the GIs positively influence the territorial development. For the ACTA president, Tomé-Açú cocoa GI will help the small farmers to remain in their properties. However, the E.K.K.S. farmer states that the GI will only help the small farmer to stay in the field if He gets the roles and exigences of the geographic indication use, referring to the Technical Specification Book (BRASIL, 2018).

Figure 6: Perception of the interviewers about the contribution of Tomé-Açú cocoa GI as instrument of territorial development and of recognition of local communities



For Cedran (2013), the GI in Brazil seems to not represent an instrument that stablish an economic valuation link and process of territorial development, however, the GI strategy obligate the local agents to rethink their inter relations with the social and natural environment. In this sense, the CAMTA president highlighted that the idea is make that the GI does not be restricted only to a certificate, but that it can generate aggregated value to the cocoa and, consequently, benefits to the territory farmers.

The interviewers were instigated to evaluate a possible benefit linked to the Tomé-Açú cocoa GI recognition, 32.8% informed the existence of benefits, 29.41% affirm do not have and 32.35% did not know how to answer. The interviewers that believe to exist any type of benefit for the cocoa farmers indicated some eventual advantages (Board 3).

Board 3: Perception of the interviewers about the benefits of Tomé-Açú cocoa GI after registration in INPI

Answers (The interviewers could chose more than one option)	Qty.	(%)
Addition in the value of the cocoa dry almond	3	8.82
Divulgation of cocoa through several media, in world wild level	2	5.88
Positive repercussion / Project visibility	2	5.88
Other answers	7	20.58

The B.P.C. farmer affirmed “for the small farmers there is yet no benefits originated from the GI, but there is for the big farmers”. The ACTA president highlighted that the farmer cannot wait an immediate increase in the almond prices. In relation to the product commercialization and prices, the ACTA president stated:

The CAMTA already negotiates with MEJI, the second bigger company in the field of chocolate in Japan. The own company prospected the production in the region and does not have necessarily interest in the GI. The company will not pay more by the existence of geographic indication.

The CAMTA president affirms that there are no financial benefits to the farmers, however, stood out the world wild repercussion of the Tomé-Açú cocoa certification, pointing that is something important to foment the tourism in the denominated “Japanese migration route”. Nierdele (2013) clarify that for several times the GI does not provide immediate financial gains and that in some situations and in specific territories, this is not the most adequate instrument to evidence the product reputation.

Froehlich and Dullius (2011) highlight the benefits originated from the GI projects in development in Brazil are more restricted to what They named “actors club”. In this perspective, the Tomé-Açú Agriculture City Secretary affirms that a group of approximately five people effectively participated of the bibliographic revision process, history of Japanese migration, the cultivation of Tomé-Açú cocoa and the elaboration of documents related to the dossier that originated the GI require. On the other hand, the B.P.C. farmer reported He did not participate in the process of GI registration because He did not receive any invitation. In general, it is observed that the Tomé-Açú cocoa GI was not a project that genuinely originated from the farmers and rural producers in their collective. It is known that both the ACTA and CAMTA are the main process articulators and although they are entities of collective representation, it is not demonstrating a wide participation of the farmers and rural producers in the process of GI implementation

Zambon and Dona (2019) highlighted the necessity of approximation among the public and private sectors and even the society in order to all the involved enjoy the GI benefits and did the following forwarding:

It is important that once the geographic indication relevance be known as a positive aspect for the economic development, especially when well attached to the local populations (Community), that something could be done, be, initially, the local initiatives and, posteriorly, governmental (public and legal) for the assurance of value generation and benefits for everyone involved by the richness generation and constant social improvements.

The SEBRAE analyst informed about the need to perform strategic actions after the period of post-recognition of Tomé-Açú cocoa GI, as the identification of the rural producers, development of promotional materials, alignment of the productive chain and GI dissemination to all the market throughout the means of conventional communication and internet.

From the conception of the literature studied until now, it is observed that some of those steps proposed by SEBRAE could be implemented in the phases of Pre-implementation and Implementation of GI (INHAM, 2019), mainly, the identification of the rural producers, alignment of the productive chain and dissemination of a GI precepts.

The interviewers indicated what would be the eventual products or services focus of new GIs recognition (Board 4). The result of this prospection corroborated with the oralities of the ACTA, CAMTA and the Tomé-Açú Agricultural City Secretary. For Aguiar et al. (2021) the Pará state shows many potentialities of products and services for the protection in the form of GI.

The Tomé-Açú city is a reference in the production and commercialization of black pepper (*Piper nigrum*) and according to relates of several interviewers the cultivation of this product gets confused with the history of the 90 years of the Japanese colony immigration in the region.

Board 4. Recognition of new products/services with protection potential as GI in Tomé-Açú

Answers (The interviewers could choose more than one option)	Qty.	(%)
Black pepper	15	44.12
Açaí	9	26.47
Cupuaçu	7	20.59
Other*	7	20.58

*Pitaya (*Hylocereus undatus*), passion fruit (*Passiflora edulis*), murici (*Byrsonima crassifolia*), among others.

The M.K. producer also affirms that continuity will be given to the actions aiming the GI registration of black pepper, açaí and cupuaçu. According to the producer, these products are full of histories and tradition in the city and highlighted still that “the Tomé-Açú city has a lot to contribute with Amazonia as international reference of productive chains from the use of agroforest system of Tomé-Açú, even more by the fact this system is object of study in different parts of the world”. About the Black pepper product, the ACTA president highlighted:

The Japanese bring the Black Pepper from Singapore, thus, is fair enough the next geographic indication form Tomé-Açú city be of the D.O. (Demonization of origin) type or P.I. (Precedence Indication), be of this product. The ACTA is moving step by step raising awareness the farmers. It is not an easy process.

The registration of geographic indication has gradually increased in Amazonia region. In the Pará state, besides the Tomé-Açú cocoa there were two formal solicitations in INPI for GI recognition: buffalo cheese from Marajó and flour from Bragança, both of them recognized in 2011.

In their oralities the farmers, the producers and other participants of the research present from more optimistic views and demonstration of good perspectives in relation to GI until manifestations of discontent with all the process as the case of the E.B. producer orality, which related the practice of fair price by the main cocoa buyer (CAMTA); and from the M.K. producer that affirms that there was not collective participation from the farmers and producers in all the implementation GI process.

About the role the GI registration have in the process of development of the delimited area is opportune to highlight that there is not how to affirm that the GI is positively influencing in the territorial development, although it has been identified that in the vision of the interviewers there are good perspectives. It was identified yet that the GI had not been used in a wide way, the first commercialization of almonds as GI occurred only in July 31 2020. However, there is an expectative from the farmers and rural producers of financial return with the effective implementation of GI from the aggregation of the almonds value.

Conclusions

The research allows to identify that only the GI implementation cannot develop the territory and be preponderant in the recognition of local communities. It is necessary a more effective participation of the collective of both, the farmers and the governance with actions and initiative that potentialize the Tomé-Açú cocoa GI articulated with other public politics linked to the territorial development.

The results indicate that the implementation of the Tomé-Açú cocoa GI was not an action resulting of the effective organization from the collective of the territorial social actors, mainly farmers and rural producers and that still there is no concrete benefits from the GI. From the data analyses it was not possible to identify a direct relation of the GI territorial development influence, as well as in the recognition of the local communities, however, this does not mean that the GI cannot contribute in these aspects.

It was evidenced in the research that the Pará state, particularly in the Tomé-Açú city, has potential of new GI recognitions, as the Marajó buffalo cheese and Bragança flour, which were recently recognized. The challenges are launched, the public politics to promote the territorial development articulated with the collective interests can be the best instruments for the protection of the know and traditional practices, especially those existents in the biodiversity scope. In this

sense, the Technical Forum on Geographical Indications and Collective Brands composed by dozens of public and private institutions will have an important role in this process.

Although the Tomé-Açú cocoa GI cannot be considered as the unique inducer of the territorial development process and the recognition of the local communities, this collects conditions to contribute in the process of instrumentalization. For this, it will be necessary that both, the ACTA and the CAMTA increase the farmers and the rural producers to the protagonist role for the own development process, inserting themselves in the named GI post-implementation. Thus, it could minimize the asymmetry among the ACTA (Processual substitute), CAMTA (commercial and industrial branch of ACTA), farmers and rural producers. Considering the temporality between the official publication of the GI recognition and the performance of this study it is recommendable the development of new researches

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