The role of geographical indications in the formation of the export potential of the Krasnoyarsk Territory

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Abstract. The article highlights aspects of the formation of regional brands. It is shown that the process of their formation can be considered from the standpoint of marketing, as an element of the export potential of the region, using standardization mechanisms, and also as an object of intellectual property that requires protection and protection. The main focus is on the role of "geographical indication". Such functions as the duty to serve as a means of individualization of a regional product and a means of protection against illegal use of a regional brand are considered. The state and prospects of using the means of individualization of regional goods in the formation of the export potential of the region are characterized by the example of the Krasnoyarsk Territory. According to the authors, in the Krasnoyarsk Territory, there is a need for the formation of a governing body, whose function would include coordinating the efforts of manufacturers, structures in the field of standardization, the sphere of trade, a chamber of commerce and industry on the legal registration of regional products using geographical indications as a means of individualization.

1. Introduction

Data from sociological studies [1,2] and research projects [3] indicate an increase in consumer demand for products with a special quality mark, informing about the place, traditions, and peculiarities of production. For example, when choosing food, priority is given to health; products made from unique, local raw materials using traditional methods and technologies for the region; which can be purchased directly from the manufacturer. A reputation is formed associated with the indication of the place of origin of the product. There is a growing demand for "territorial, regional brands".

For their identification and promotion, signs of appellation of origin (hereinafter AO) and geographical indications (hereinafter GI) are used. The latter are being successfully introduced as intellectual property in developed countries (figure1) and increasingly in developing countries [4,5].
Figure 1. The largest markets for goods with geographical indications, billion USD.

The Food and Agriculture Organization of the United Nations launched a program in 2007 to promote products whose quality is linked to origin. Regional quality standards for such products and certification requirements are being developed [6].

Currently, the markets for food products with geographical indications show an annual growth of 3-7%. According to the European Commission, the total volume of markets (USA, China, European Union) for agricultural products, food and beverages with geographical indications is estimated at $145 billion per year. In the European Union, geographical indications include Protected Geographical Indications (PGI) and Protected Designation of Origin (PDO). And they are a tool to protect specific know-how, authenticity and agro-ecological conditions of food and non-food products (handicrafts) [7,8], affect trade flows and the size of the margin [9].

The promotion of such products contributes to the rational use of local natural resources, the preservation of cultural traditions, the development of regional territories, and attracting the attention of the audience to their specifics. Ultimately, this leads to a variety of trade assortments and providing the buyer with a wider choice.

In the Russian Federation, the process of forming regional brands can be considered in several aspects:

1. From a marketing standpoint. At the same time, the concept of a brand is more of an image character, based on opinions, associations, emotions, value characteristics about a product or service in the mind of a consumer. The main components of a brand are characteristics of a product or manufacturer, reputation, elements of corporate identity (trade mark, colour, graphics).

2. From the standpoint of the formation of the export potential of the region within the framework of the state development strategy of the constituent entity of the Russian Federation in the field of ensuring favourable conditions for conducting export activities with non-primary non-energy goods. In accordance with the Decree of the President of the Russian Federation "On national goals and strategic objectives for the development of the Russian Federation for the period up to 2024", the basic goals of the strategic direction "International cooperation and export" are determined.

For example, according to the concept of promoting products with AO, by 2025 their share should be 1.8% of the volume of exports of Russian agricultural products (figure2), and the annual effect of import substitution is 83 billion rubles. One of the main problems is the lack of unified standards for the production and certification of unique products.
3. Using standardization mechanisms. At the same time, the standard is viewed in a broad sense as a document containing unified approaches to creating favourable conditions for export, taking into account regional specifics, which, in turn, will allow the comprehensive development of the export support system in the constituent entity of the Russian Federation. The purpose of the Regional Export Standard is to consolidate a set of measures, when implemented, the regional authorities will be able to stimulate the export activities of companies, as well as to form an effective export support infrastructure [10]. The regional export standard is already being implemented in a pilot mode by 22 regions. The Krasnoyarsk Territory was not included in this list. Based on the results of approbation, the standard will be adjusted and adopted for implementation. More narrowly, the standard is considered as a document regulating specific indicators of the quality of a potential export product. An important role in the formation of the nomenclature of such documents belongs to the regional structures of Rosstandart and professional associations.

The first successful example of work in this direction is the implementation of the standard of regional brands by the Union of Organic Farming of the Russian Federation. During its development, foreign experience was taken into account in the implementation of standards for regional umbrella brands "Made in Germany", "Made in Great Britain", standards for organic products standards with a protected geographical indication, appellation of origin, as well as domestic "Product of Bashkortostan", "Ryazan products" and others [11].

4. And finally, in the field of protection and of intellectual property, which constitutes the basis of the brand. Only national and international law in this area is a guarantee of the observance of the rights of the brand holder. In their capacity were such means of individualization of goods as trademarks (hereinafter referred to as TK) and AO. In July 2019, the Russian Federation adopted a "law on geographical indications" or "regional brands", allowing the identification of a product with a specific geographical area, region, locality, “where a certain quality, reputation or other characteristics of the product are largely associated with its geographical origin" [12,13].

The legislative act provides for the following differences between GI and AO:

- GI indicates only a certain quality, reputation or other characteristics of the product, which are largely related to its geographical origin.
- AO confirms that the product has special properties due exclusively to the natural conditions characteristic of a given geographical object. For example, in this region, raw materials were mined for the production of goods and their production was carried out.
- A simplified form of registration of a GI - it is enough that at least one of the stages of production of a product is carried out on a specific territory, which has a significant impact on the formation of its characteristics.
- AO is registered for goods, all stages of production of which are carried out on the territory of one geographic object. The conclusion of the relevant authorized body on the characteristics of the goods is also required.
Thus, GI can be used as a tool for:

- development of agricultural markets and preservation of traditional cultural knowledge, crafts;
- positioning of a manufacturer / product in the domestic and foreign markets.

2. Materials and methods

Let's consider the possibilities of identifying and registering geographical indications by commodity producers of the Krasnoyarsk Territory. First of all, it is necessary to characterize those intellectual property objects that are already perceived as regional brands. For example, the phrase "Yenisei Siberia", which is widely used as a regional brand, has already been registered as a trademark No. 201871670 by the Rospatent of the Russian Federation for goods of the 33rd group of MKTU Alcoholic beverages (with the exception of beer); alcoholic products for making drinks, and the copyright holder is OOO Krasnoyarsk Vodochny Zavod. At the same time, this designation is used and perceived as a symbol of the region. The Governor of the Krasnoyarsk Territory has set the task of reviving the brand of vodka products. However, many iconic brands for the region have been lost, and their registration as GI is impossible under the law.

Some of the existing TK of regional enterprises are well known. In the fall of 2019, 15 enterprises producing milk from Krasnoyarsk united under the new regional brand “Selo Rodnoe”. The rightholder of the TZ “Selo Rodnoe” is the “Useful Products” Agricultural Consumer Sales Cooperative, registered in the city of Krasnoyarsk. TK applies to products of the 29th class of MKTU, including milk. We do not know the details of the conditions for joining the association. Today, under the TZ "Sibirzhinka", which belongs to OJSC "Milk" of the city of Minusinsk, more than 60 types of products are produced.

The name of the Yenisei Standard, known in the region, is officially registered by Rospatent as TZ No. 648810. Its copyright holder is the Yenisei Standard Association of Agricultural Producers, Processors and Trade, which includes the enterprises of the Krasnoyarsk Territory "Sayanmoloko", "Kraskon", "DiKhleb", "Yarkhleb", "Milk", "Istok", "Kamarchagskoe", "Minusinskaya Konditerskaya Fabrika", "Kraskon", "Kontekh", "Selo Rodnoe", "Filimonovskiy MKK", "Provintsiya Solgon", trading networks "Komandor", "Alleya", "Krasny Yar", "Siberian Logistics Company", "AgroTerminal" and others. TK "Yenisei Standard" applies to groups 29-33 of the MKTU [14]. The Association has organized a voluntary food certification system.

The Krasnoyarsk confectionery factory, operating under the Krascon TZ, uses natural raw materials: pine nuts, pectins obtained from the fruits of the Siberian small-fruit apple tree. These products should be positioned as products with a high content of natural ingredients. The right holder of TZ No. 463447 is CJSC Kraskon Confectionery and Macaroni Factory.

Products under the Minusinsky Dar trademark, owned by one of the large flour-grinding enterprises in the south of the Krasnoyarsk Territory, Melnik OOO, are also marked with the regional quality mark "Yenisei Standard Approved" and "100 Best Goods of Russia".

Thus, it can be seen that many Krasnoyarsk enterprises producing quality products already have registered trademarks that are well distinguishable on the consumer market. This excludes the possibility of registration under such names GI or AO.

3. Results and discussion

Let's try to identify regional goods that can be protected by a registered geographical indication.

At the first stage, geographical indications can be developed and registered for food products produced in the Krasnoyarsk Territory. Tomatoes from the Minusinsk Basin may well qualify for the labelling of the State Institution "Minusinsk Pomidor (Tomato)", since their consumer properties are largely formed under the influence of the microclimate of the region. For northern fish - Yenisei omul and Taimyr whitefish, it may be quite appropriate for the State Institution "Dary of Yenisei-batyushka".

It can also be food products that claim to be organic. For example, camelina oil (camelina seed oil), which is superior to olive oil in terms of its physiological value, in terms of the ratio of polyunsaturated fatty acids.
Russian organic wild-growing products are included in the list of products that will be provided with state support. And the export potential of wild plants is estimated at about $1 billion. For example, for 9 months of 2020 in the Krasnoyarsk Territory, the volume of exports of wild plants increased 3.5 times, up to 24.5 million dollars. The most popular in the countries of the European Union and the Asian region are pine nuts, mushrooms, berries, willow tea both in the form of raw materials and in the form of finished products [15]. In June 2021, GOST R 59425-2020 comes into effect for organic products obtained from organic raw materials in natural, processed or processed form, taking into account the requirements of European standards [16,17]. In the Krasnoyarsk Territory, a project is planned to create a network for the collection, storage and processing of berries, mushrooms, nuts, medicinal plants and agricultural products with a volume of 500 tons [18]. All these products could be sold under the State Institution "Products of the Yenisei Taiga", just as the Novosibirsk residents registered the sign "New Siberian Product" for their products.

The Krasnoyarsk CSM of Rosstandart [19] has experience in the successful promotion of high-tech products to the international market. In its structure, there is a department for standardization and conformity assessment, which develops technical specifications and an organization's standard for products manufactured by the enterprise, followed by registration of technical specifications. This allows us to manufacture products according to special technologies or recipes; to be mobile in the assortment policy and to take into account the demand of the end customer, making the product according to its own regulatory document. This, for example, is the automated equipment of OOO Tekhnoros (Krasnoyarsk) for sorting ore. But this enterprise already has a registered TK of the same name (No. 260149). Heart rate monitor, equipment and technologies for monitoring the human immune system, which the FMC promotes to the market together with the Institute of Northern Problems.

Attention should be paid to the surviving enterprises producing cultural and household goods and souvenirs, including handicrafts. For example, the Krasnoyarsk Firm Biryusinka CJSC transformed in 1989 from the Siberian Toy association. The company produces glass Christmas tree decorations and toy packaging for New Year's gifts. In the available sources, we were unable to find out whether the company has a registered means of individualization. If not, then the direct road to the registration of the State Institution "Toy on the Yenisei".

An attractive export product can be the Evenk and Taimyr northern souvenirs - clothes and footwear made of reindeer skins, products from mammoth tusk and reindeer antlers. And registration of the GI would be quite appropriate. It is interesting that the geographic centre of Russia is located on the shore of the Evenk Lake Vivi, the names of which can be used for the GI registration.

The south of the Krasnoyarsk Territory can also attract attention with souvenirs with wood carvings and other materials. The Shushensky and Krasnoyarsk trays, made according to the technology of Zhostovo and Nizhny Tagil, with Siberian-style painting made of aluminum and steel sheets, are practically forgotten. These goods can also be marked by the State Institution, especially since not so long ago KSAUK "Centre for International and Regional Cultural Relations" registered the trademark "World of Siberia International Festival of Ethnic Music and Crafts" in Rospatent with the receipt of a certificate.

4. Conclusions
It is necessary to have a state structure coordinating efforts not only to develop the export potential of the non-resource non-energy sector, but also to formalize it with the help of legal regulation mechanisms. Potential exporters must, first of all, protect their rights to means of individualization in accordance with the procedure established by law, including through the registration of a GI. For example, in the Russian Federation, national standards have been adopted for the collection, harvesting, processing and procedures for confirming the conformity of wild plants, but there is no administrative regulation regarding their export.

In the opinion of the authors, in the Krasnoyarsk Territory, it is advisable to form a body whose function would include coordinating the efforts of manufacturers, standardization bodies, trade, and the
chamber of commerce on the legal registration of regional products using geographical indications as a means of individualization.

At the same time, it should be borne in mind that the marks of the region of origin (AO and GI) are not a guarantee of good sales and successful product promotion. First of all, it is necessary to build trust in your products due to a high level of quality, unique consumer characteristics, and a competent marketing promotion strategy.

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