

Appellation of origin in Mexico

Las denominaciones de origen en México

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Abstract

Mexico has an ancient culture, admired by the world and rich in traditions, from which innumerable agricultural and man-made products emerge, which due to their characteristics are not compared with other equivalents. When an agricultural or man-made good is also linked to a particular territory and is made by expert hands using artisanal techniques, that product is a candidate to be recognized with a Denomination of Origin. The purpose of this research is to analyze the areas of opportunity presented by appellations of origin in Mexico, highlighting common challenges and risks identified in their operation, which are holding back their efficient performance, as a driver of the social and economic development of regions in Mexico. The study consisted of a theoretical analysis of the current situation of denominations of origin in Mexico, to contribute to the dissemination of their knowledge as a trigger for development in the country.

Resumen

México posee una cultura milenaria, admirada por el mundo y rica en tradiciones, de la cual se desprenden innumerables productos agrícolas y elaborados por el hombre, que por sus características no se comparan con otros equivalentes. Cuando un bien agrícola o elaborado por el hombre, se vincula además con un territorio en particular y es elaborado por manos expertas empleando técnicas artesanales, ese producto es candidato a ser reconocido con una Denominación de Origen. La presente investigación tiene como fin hacer un análisis a las áreas de oportunidad que presentan las denominaciones de origen en México, resaltando retos en común y riesgos identificados en su operación, que están frenando su eficiente desempeño, como un impulsor del desarrollo social y económico de las regiones en México. El estudio consistió en un análisis teórico de la situación actual de las denominaciones de origen en México, para contribuir a la difusión de su conocimiento como detonador de desarrollo en el país.

Regions, Appellation of origin, Trade

Regiones, Denominación de origen, Comercio

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Introduction

México has an incomparable cultural richness, which fuses traditions, colors, aromas, and products with unique regional characteristics that are not found in other parts of the world, due to factors such as the territory in which these goods are grown or produced. Having a differentiated product allows producers to charge a premium for them, becoming a great opportunity for those agri-food and man-made goods that, being associated with a región that includes: climate, temperature, soil, water, among others, have with specifications, which are not achieved when grown or processed in other parts of the world.

When the aforementioned differentiation is associated with the materials used to make the good, the natural conditions with which the product is grown or made, the labor that shapes the satisfier, and the environment that surrounds the entire process, the satisfier is a candidate to be recognized with a Appellation of origin. Mexico has a large number of agricultural and man-made products in the different regions of country, which have unique qualities that deserve to be known and consumed in the national and international markets.

For Molina (2015) Achieving the connection for a product with the region in which it is made, as well as having the protection of its use, gives the Appellation of origin a differentiating and respectful sign, contemplated in terms of industrial property law (p. 47)

The appellation of origin is a distinctive that declares the Mexican Institute of Industrial Property (IMPI) to products with special characteristics that differ from goods of the same type, which usually bear the name of the place where they are produced. Appellation of origin are not acquired or granted, they are first used, recognized by consumers, and then protected (Government of Mexico, 2015).

According to Perez, Gonzalez and Picado (2018, as cited in Barham, 2003; Rang-nekar, 2004; Vandecandelaere et al. 2010; Barjolle et al. 2011; Belletti, Marescotti and Touzard, 2015) "The Appellation of origin, known generically as Geographical Indications, they are one of the territorial revaluation strategies that has caused the greatest interest in recent years to promote rural development" (p.17).

For Perez and Perez (2011) geographical indications are referents of geographical origin, with particular qualities and reputation in products. Traditionally, geographical indications are linked to agricultural products and alcoholic beverages, although it should not be forgotten that human intervention with knowledge and traditional manufacturing techniques give originality to said goods.

According to the Ministry of Economy (2016) "the appellation of origin promotes the formation and conservation of local resources, helps the development of viable technologies for sustainable production and generates trained human capital by teaching techniques to the new generations" (p.12) The designation of origin promotes the conservation of the traditional means of production, so that the good preserves its originality.

The purpose of this research study is to expose the areas of opportunity of the appellation of origin that exist in Mexico. The study is justified because designations of origin promote regional economic development, through the promotion of employment, income to the marketing chain of the product with designation of origin and related tourist services. However, there are areas of opportunity in the operation of appellation of origin that are worth analyzing. The study will benefit all those interested in knowing how an appellation of origin works and the problems that exist around its implementation.

Steps to obtain a appellation of origin:

Cited by the Ministry of Economy (2016, p.16) producers who consider making use of a appellation of origin:

- 1) Submit a request for a declaration of appellation of origin in writing, accompanied by the evidence that supports the request.
- 2) Indicate the full name, address and nationality of the applicant. If it were a moral person, it must also indicate its nature and what it does.
- 3) Indicate the legal interest of the applicant. Individuals and legal entities that are directly engaged in the extraction, production or elaboration of the product to be protected by the appellation of origin;

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the chambers or associations of manufacturers or producers, and the dependencias or entities of the Federation,

- 4) Describe in detail the finished product that will be covered by the designation of origin, contemplating its characteristics, components, method of extraction and production or preparation processes. When it is decisive, include the official standards to which the product must be subject, its extraction method, its elaboration or production processes, and the forms of packaging, and packaging.

Explain the place of extraction, production or processing that is sought to be protected with the designation of origin and the delimitation of the territory of origin. It is relevant to highlight the links between the denomination, the product and the territory that the DO will cover.

Methodology

The present research consisted of four phases: in the first, official pages of the Federal Government and IMPI were consulted, as well as publications related to the subject of the institutions involved and Higher Education Institutions, which have carried out research on Appellation of origin. In the second phase, each of the 18 denominations in force in Mexico were described. In the third phase, the general current situation of denominations of origin of the products recognized with this distinctive was analyzed and in the fourth phase, conclusions were presented regarding the findings found in the theoretical analysis carried out.

Results

Mexico has 18 denominations of origin where the Mexican state is the owner of the rights to these products, these are: Tequila, Mezcal, Olinalá, Raicilla, Charanda, Yahuallica, Bacanora, Talavera, Sotol, Pluma, Cacao, Grijalva, Coffe Chiapas, Chiapas Amber, Ataulfo Mango from Chiapas Soconusco, Habanero Pepper, from the Yucatan Península, Veracruz Coffe, Morelos State Rice and Papantla Vanilla.

Tequila

According to Olmedo (2010) tequila is an alcoholic beverage made from agave of a variety called Tequilana Weber Blue, originally made using artisanal processes, and since the 19th century it has been produced industrially, maintaining ancient procedures. It has a denomination of origin since 1974 and the Official Mexican Standard (NOM) since 1994. In 2006, UNESCO declared the “agrave landscape” a World Heritage Site, which includes fields, distilleries, farms and towns.

Mezcal

According to Hernandez (2018) mezcal is an alcoholic beverage produced from one or several agaves, among which *Agave angustifolia*, *Agave cupreata*, *Agave salmiana*, *Agave potatorum* and *Agave inaequidens* stand out. The production process includes: agave cooking, grinding, fermentation and distillation (p. 405).

Olinalá

They are handicrafts made from linaloe Wood that has an intense, slightly citrus fragrance, where the most recognized pieces are boxes, in which decoration is its main attraction and in which techniques such as scratching and gilding are used. Artisans can also make other decorated wood products such as furniture, headboards, among others (Ministry of Economy, 2016).

Raicilla

For Nuño and Navarro (2021) Raicilla is distilled beverage from the Costa-Sierra Occidental region of Jalisco whose elaboration responds to the biocultural practices of the inhabitants of said region, among which the use that is given to it stands out. Raicillero artisans have been recognized by UNESCO in 2021 after Universal Declaration of Cultural Diversity, which promotes human diversity, local heritage and the appreciation of all cultural heritage trades.

Charanda

It is a brandy made from sugar cane, which alludes to the color of the nearby Charanda hill. The charanda has a different production process from that of other cane distillates, by adding fifty percent cane juice and fifty percent molasses (Ministry of Economy, 2016).

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Yahualica

For Fuentes (2018) the Yahualica pepper is the second Jalisco product to obtain a designation of origin. Consumers recognized that the Yahualica pepper has a characteristic flavor, texture and spiciness that support the quality of the dishes made with this variety, such as tortas ahogadas, birria, and bottled sauces, among others. The differences in flavor with other chilies are due to factors such as the type of soil, weather, fertilization, and the drying process.

Bacanora

The bacanora is a distillate made from 100% roasted, fermented and distilled wild agave, similar to tequila and mezcal, differing by the characteristics of the plant used, by the climate of the Sierra de Sonora, the wild yeast used in its production elaboration (Gutierrez, Acedo and Valenzuela, 2017, p. 394).

Talavera

It is ceramic produced in the Valley of Puebla and its surroundings, consisting of different types of clay, which is used to make pieces of different volumes, to which enamel and pigments are added (Gamboa, s.f.).

Sotol

Madrid, García and Valles (2021, p. 108) point out that Sotol is an alcoholic beverage made from the Sotol plant, which grows in desert scrub and grassland ecosystems, with a surface dominated by a dry semi-arid climate.

Pluma

Pluma coffee owes its name to the municipality of Pluma Hidalgo located in the southern highlands of Oaxaca. The coffee grown in Linneo arabica, cared for from its origin, based on the conditions of the region, the height and quality of the soil, as well as the little use of chemicals used in its cultivation (Flores, Espitia and Alonzo, 2017, p. 103).

Cacao Grijalva

It is cocoa produced in the Grijalva region of the state of Tabasco, one of the most important due to its quality and the production process involved. The appellation of origin was granted to protect the green, roasted or ground cocoa of the *Theobroma cacao* species (Creole, Trinitario and Forastero), with the Trinitario genetic group being the most cultivated in the Grijalva region, the product of natural hybridization between the native creoles and foreigners (Tadeo and Toletino, 2020, p. 5).

Coffee Chiapas

The coffee that is most produced in Mexico is the so called "arabico" (coffee arabica), which is grown under shade trees, to which a limited number of agrochemicals are applied, whose characteristics make it an environmentally green crop. The production of Chiapas coffee allows the capture of foreign currency generated from exports, as well as from the jobs generated by its cultivation, processing and commercialization (Barrera and Parra, s.f., p. 4).

Amber of Chiapas

Amber is a fossilized resin of vegetable order, it is considered the gem of Mexico. In the case of amber from Chiapas, its firmness added to the particular characteristics of the surface in which it is found, led to its being found, led to its being gradually enclosed and forming veins of variable size (Ministry Economy, 2016).

Ataulfo Mango from Soconusco, Chiapas

The Ataulfo mango is a variety native to Mexico that is distinguished by its sensory characteristics, highlighting the taste, smell and texture. This fruit is distinguished by being succulent, fleshy, oval in shape, with a thin seed and abundant pulp, which contains a high amount of vitamins A and C, is rich in minerals, fibers and antioxidants such as ascorbic acid, carotenoids and phenolic compounds, while that its calorie, fat and sodium content is low (Ma, Liu, Yao, Wang and Zhan, 2011).

Habanero Chile from the Yucatán Peninsula

The habanero pepper (*Capsicum chinense* Jacq.) is one of the emblematic commercial crops of the Yucatan Peninsula, Mexico. The organoleptic characteristics that distinguish the fruits of habanero chili are the particular aroma and flavor, as well as the spiciness, coming from its high concentration of capsaicinoids (López, Rodríguez, Ramírez, and Rodríguez, 2020, p. 4).

Coffee Veracruz.

The State of Veracruz has been characterized by its long history as a coffee producer and by the good quality of its product. Veracruz coffee has become renowned due to the altitude and climate conditions in which it is grown, distinguishing the Coatepec coffee basin (Mavil, Ricardez, Sangabriel and Sangabriel, 2008, p. 76).

Rice from the State of Morelos

The rice produced in Morelos is a food with physiological characteristics of the region, which has allowed producers to continue the sowing and harvesting process in an artisanal way, without any modification, since the region was introduced. It is necessary to mention the link that has existed between producers and researchers in the region, which has allowed addressing the problems that have arisen in the cultivation of the grain (Tolentino, 2013, p.53).

Vanilla from Papantla

Vanilla is grown in plots of three to five hectares. Producers must seek shade for the plantation, the pods are odorless and tasteless. In order for vanilla to acquire the characteristics that provide it with value, it is necessary to dry and cure the pods to later benefit them. Vanilla prices are volatile (Ministry of Economy, 2016).

Opportunity Areas in the Appellation of origin

Regarding the DO of coffees, Perez and Perez (2011, p. 107) point out in a study carried out on coffees with DO Veracruz, Chiapas and Pluma, that the credibility of the producers is very low, since few have knowledge of what that it is a strategy to improve living conditions and much less to transform production regions. There is little organization of the producers around the DO.

Added to these problems are the problems of forming the Regulatory Councils, as entities in charge of validating the production processes to provide certainty to the markets.

For Velazquez (2017, p. 204) the living conditions of coffee producers would improve if the consumer were integrated into the consumer were integrated into the processes, and there was a closer connection with them. This could be achieved through recreational activities around the coffee.

Regarding the DO of habanero pepper from the Yucatan peninsula, Zapata, Perez and Moo (2019, p. 122) indicate that the DO is not being used in the commercialization of habanero pepper from the Yucatan peninsula. Most of the habanero pepper producers in the Yucatan peninsula are not fully aware of the regulations for growing the vegetable according to the specifications required by the DO and thus being able to harvest and market using this important distinctive.

About the rice of the State of Morelos, Tolentino (2013, p. 155) point out that the representatives of the mills that profit from rice, go into the expenses of the productive process and transportation to be sold, adding the loss of rice that occurs when the product is taken to the drying field, since 22% of the production is lost in this field.

As for cacao of Grijalva, Tadeo y Tolentino (2020, p. 20) state that due to the recent certification of cacao de Grijalva, there is no reliable evidence of economic, productive, and organizational changes in the cocoa sector. There are problems around the DO that are repeated in almost all Mexican DO, the main one being the fact that they are made up of technical regulations, which leaves aside the relationship of the product with the place and with the knowledge of the producing community, which gives rise to the product ending up being industrialized in search of its standardization, opposing its essence. In an interview with the producers, it was found that several of them were unaware that their products already had an appellation of origin, evidencing the arrangement of the local government and representative of the private initiative, without representation of the rest of those involved.

Regarding the Ataulfo del Soconusco Mango from Chiapas, Mendoza, Rosas, Vazquez and Galvez (2020, p. 1642) indicate that among the challenges faced by the Ataulfo mango product system are: establishing a commercialization chain of the federative entity, that avoids triangulation between the different actors, that is objective, that maintains the price of the product and that the producer is the one who benefits the most. Another is to lower the cost of labor and inputs for production. One more challenge is to regulate the local cooperatives that receive mangoes in the region so that the producer receives a fair payment for his work and prevents the coyote from keeping the best profits. Some researchers propose that greater profitability could be achieved if there were a strategic organization that unites the efforts of the different links in the marketing chain to bring order while waiting for a greater socioeconomic impact for the State of Chiapas and the country (Ruiz and Muñoz, 2016).

Regarding Sotol, Madrid, García and Valles (2021, p. 114) criticize that each sotol producer has a fermentation procedure according to their experiences; as a result, a diversity of native microorganisms that affect the reducing sugars is originated, which gives rise to different organoleptic characteristics of the drink between the regions that make up the DO.

Regarding tequila, Reyes, Velazquez y Perez (2018, p. 248) point out that despite the large results of the large tequila industry and knowing that it generates direct jobs that support thousands of families, it cannot be affirmed that there is an appropriation of this good by local actors in decision making processes and less to speak of an equitable distribution of benefits among the actors in the marketing chain. In the economic field, more transnational companies are acquiring the main tequila companies, turning it more and more into a subfield of the international field of alcoholic beverages, giving rise to many of the decisions responding more to the interests of these groups than to those of the industry as such (Macias and Valenzuela, 2009).

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Conclusions

The DO are an important asset protection tool, their original conception is laudable, since it seeks the socioeconomic boost of the regions and the traditional preservation of production processes, linked to the physical conditions of the territory where the products are made, added with trained skilled labor from generation to generation.

However, the standardization of a good, although it offers certainty to the consumer, in terms of greater control in the cultivation and elaboration of a product, also moves away from the artisanal processes that give originality to said good. The DO present problems in common and individually, one of the main ones is the integration of the productive chains, which allows all the links to know what a DO is, how it benefits them and how they can be integrated into the productive chain that corresponds to them.

The natural conditions of the territory, especially when it comes to agricultural products with DO, are another risk factor, since pests, climate, rainfall, can create adverse conditions to achieve agricultural goods in the conditions demanded by the markets, which they can raise the costs of production and transport, and with this make these products uncompetitive in the markets.

The weak integration of the main link in the productive chains that are the producers, is being a real challenge, for the operation of the appellation of origin, in some cases due to the geographical dispersion in which they are located, and in others, due to the fact that producers often have different interests, and see their peers as competition, rather than trading partners.

Although the tequila DO is being one of the most used, after achieving not only the successful commercialization of the product internationally, and the link with the tourism sector for the use of the agave landscape, as a travel experience. The reality is that the transnational companies are the main beneficiaries of the DO, leaving aside the essence of the DO, which is the regional development of communities at a social and economic level.

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