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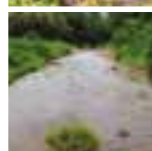
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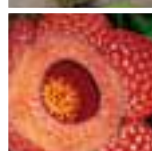
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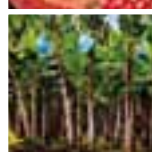
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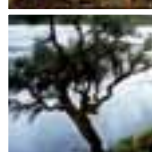
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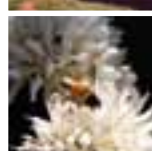
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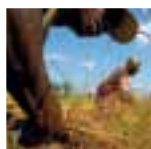


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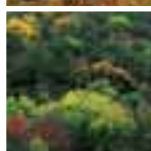


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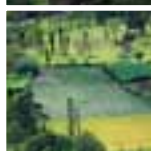
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GEOGRAPHICAL INDICATIONS AND LANDSCAPE LABELLING IN KODAGU DISTRICT, INDIA

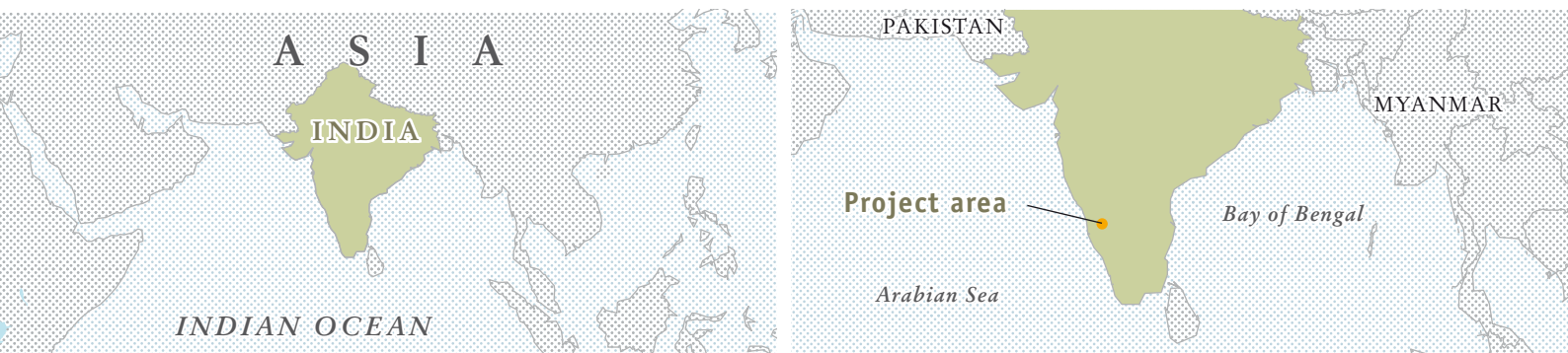
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The district of Kodagu (informally known as 'Coorg') in the state of Karnataka is a major coffee-growing region located in the mountain range of the Western Ghats, India. It produces nearly two percent of the world's coffee (Coffee Board of India, 2008), mostly in agroforestry systems under native tree cover. The district has 150 inhabitants per km² and despite this high density, still harbours important populations of flagship species, such as the tiger (*Panthera tigris*) and the Asian elephant (*Elephas maximus*).

Before the development of coffee, rice was the main crop, cultivated in terraced fields in the lowlands. Adjoining the rice paddies fields were large tracts of wet evergreen and moist-deciduous forests. These forests provided farmers with a variety of goods and services, for example, the transfer of fertility from forests to farmland in the form of green manure, provision of firewood, timber and non-timber forest products. With the development of the plantation economy, the rice paddies and the forests became less valuable. From 1977 to 1997 there was a 30 percent loss of forest cover in Kodagu, while the area under coffee doubled, predominantly at the expense of privately owned forest fragments (Garcia and Pascal, 2006). Today, coffee plantations occupy 33 percent of the district; the transformation of Kodagu has wider implications for ecosystem services, such as biodiversity, scenic beauty and the cultural significance of this landscape (Figure 25 and 26).

Four major ecosystem services are provided by the coffee agroforestry landscape: (a) it contributes to the ground water recharge; (b) it acts as a carbon sink compared to other cultivated land uses; (c) it maintains high levels of biodiversity; and (d) it has aesthetic values that are appreciated by a burgeoning tourist population.

Geographical Indications and coffee certification schemes, or even a landscape labelling approach, could link sustainable management and environmental benefits of coffee agroforests with appropriate remuneration for producers through better access to markets and PES, and improve livelihoods for coffee farming communities, while conserving natural resources in a major coffee agroforest region located in a world hotspot for biodiversity.



GEOGRAPHICAL INDICATIONS (GI) IN KODAGU¹

India protects its origin-based products and associated traditional knowledge through the promotion of Geographical Indications, with a *sui generis* protection system that is looked upon as a model for other countries. Conflicts over Basmati rice and Darjeeling tea have created a nationwide awareness and, in accordance with the World Trade Organization (WTO) agreement on TRIPS, India passed the Geographical Indication of Goods Act in 1999, which entered into force in 2003.

The Department of Horticulture of the Government of Karnataka filed an application for a GI Coorg orange, which was registered in 2004. The Coorg orange (*Citrus reticulata*) is an ecotype of mandarin. It is a small tree that grows well in evergreen, subtropical, hilly tracts at 600-1 200 metres above sea level. The Coorg orange was frequently associated with coffee, but diseases and lack of interest by farmers who were eager to involve themselves in more lucrative cash crops (coffee and pepper) has almost entirely wiped out the crop over the last 50 years. The Department of Horticulture has sought to protect and revive the Coorg orange traditional crop variety and to provide high quality (disease-free) plant material, bringing economic development to the region. The GI is being used to protect the ecosystem where the orange is grown and protect the association between the product and its origin locality.

The GI may have prevented the Coorg orange from disappearing, but it is doubtful that the GI on Coorg orange will have an impact on the biodiversity and landscape dynamics of Kodagu owing to: (a) the way the GI was initiated, via a government agency speaking on behalf the producers, rather than the producers themselves; (b) the fact that the specification was not drafted with the objective of maintaining and fostering multifunctionality within the landscape; and (c) the lack of local awareness about the GI tool or the ecosystem services provided by the landscape.

¹ Garcia *et al.*, 2007



Current pages

(from left to right):

- State-controlled forests, rice paddies, coffee plantations and forest patches constitute the landscape of Kodagu district.
- Large-scale conversion of forests to coffee plantations has eliminated important ecological corridors between forest remnants causing serious human-elephant conflict in Kodagu district.

The Coorg green cardamom GI, filed this time by the Spices Board, is also registered and suffers from the same drawbacks. As of today, there is no GI on coffee, despite this being the most prominent product of the area, with a well established reputation and the geographical name being used by private companies to market generic coffee powder.

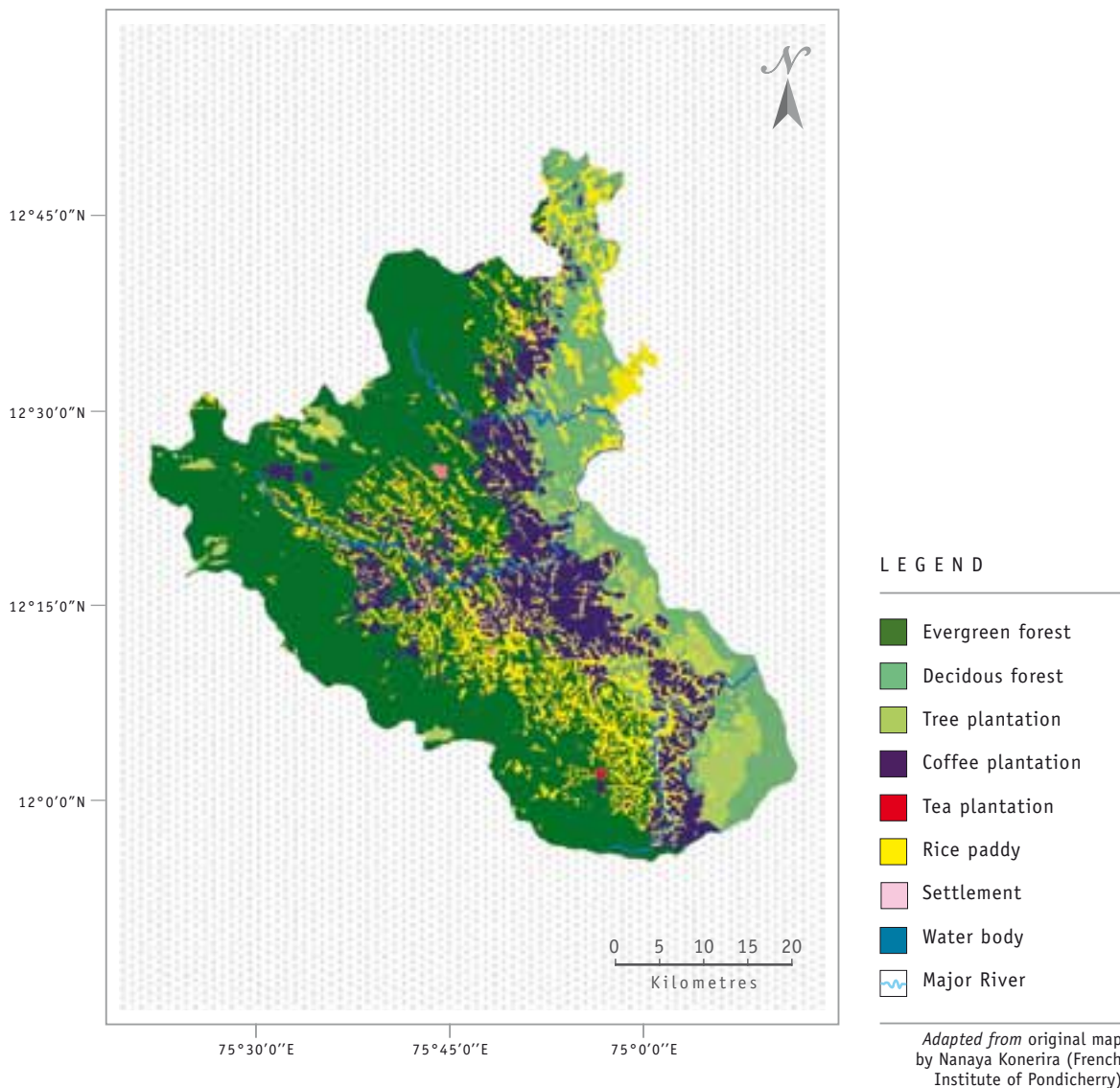
For a GI to be successful it needs to secure income for the producers and for this it needs to be filed or at least appropriated by the producers. For a GI to be successful in protecting biodiversity, environmentally-sound practices need to be embedded in the specification of the GI. However, choosing environmentally-sound practices entails opportunity costs that need to be taken into account lest the GI becomes no longer profitable and, therefore, defeats its original purpose.

COFFEE CERTIFICATION SCHEMES IN KODAGU

Despite the high levels of biodiversity that have been documented in the coffee agroforestry landscape of Kodagu, eco-labelling of coffee was absent from the region until 2008. The majority of Kodagu's farmers are smallholders and to source sufficient volumes of quality coffee produced in a sustainable manner has been a challenge for any certification scheme. Under the EU-funded Coffee Agroforestry Network (CAFNET) project, an initial group of six farmers were certified by the Rainforest Alliance and/or UTZ-certified in 2009 and so secured better prices for their coffee. Currently, 90 farmers are under review for certification, based on a voluntary process led by the farmers themselves with support from the two leading coffee trading companies in Kodagu. The cost of the certification is borne by these companies, though the Coffee Board of India recently announced a subsidy scheme to encouraging certification programmes among growers. The CAFNET project facilitates these activities by helping the farmers document their management practices and biodiversity, improve their record-keeping and design internal controls.



Figure 25
Land cover of Kodagu district in 1977





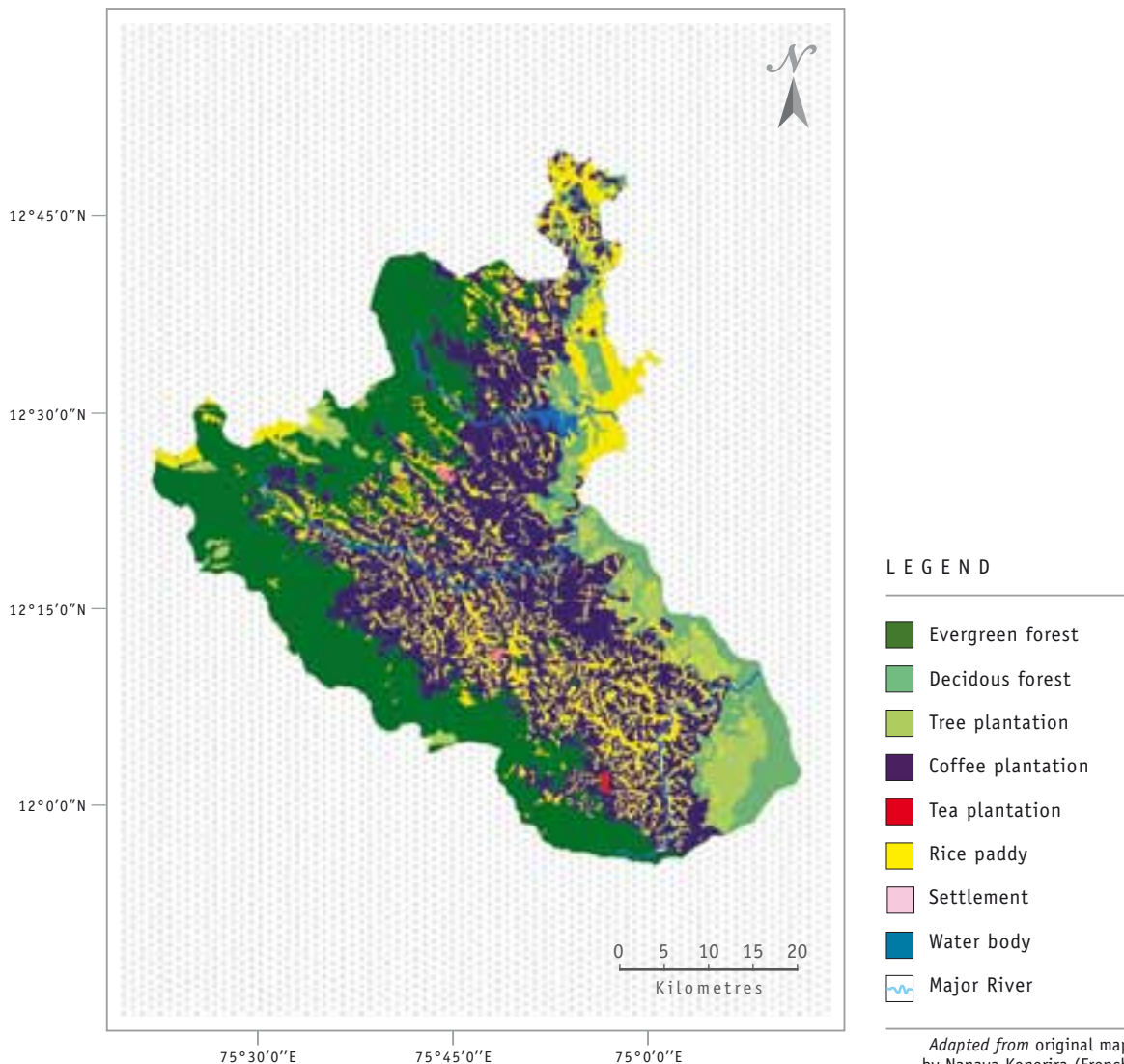
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Current pages

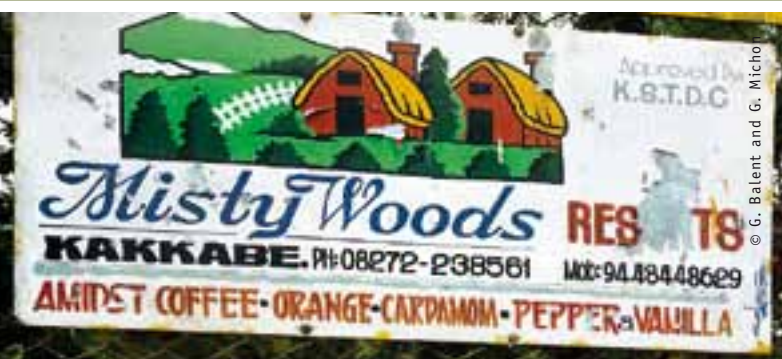
(from left to right):

- Heavily pruned forest trees allow the cultivation of shaded-coffee cultivation.
- Example of a sacred forests near the source of the Kavery River in Kodagu district, where one sacred forest is found for every 300 hectares, giving to the landscape a strong cultural value.
- Cardamom (*Elettaria cardamomum*) used to be the main cash crop of Kodagu district long before large-scale coffee cultivation was introduced by the British.

Figure 26
Land cover of Kodagu district in 2007



Adapted from original map
by Nanaya Konerira (French
Institute of Pondicherry)



LANDSCAPE LABELLING IN KODAGU

Landscape labelling is a concept that combines ideas drawn from PES with product certification concepts. Kodagu potentially delivers a wide range of ecosystem services that benefit the local, regional and global community and yet is undergoing a transformation that is likely to undermine the ability of the landscape to provide these services. A valuation of the ecosystem services provided by the Kodagu landscape could provide the basis for a bundled payment for these ecosystem services. Payments under such a scheme would be conditional upon the continued delivery of the services which (for most services) is a function of the aggregated land uses across the landscape and the payments would be made not to private landowners, but to community-wide institutions such that the benefits of PES are realized at the community level. Because a landscape label implicitly recognises that the appropriate scale for ecosystem service assessment is that of the landscape, the recognition afforded by a landscape label could be applied to any commodity produced by farmers within the landscape. A landscape label is, therefore, not product specific. It also relieves individual farmers from the costs of adoption and verification, although such costs would be transferred to the community organizations receiving the payment. Such organizations are, however, better positioned to negotiate with ecosystem service buyers (companies, NGOs, government organizations, etc.) and secure subsidies.

Were a Kodagu landscape label to emerge, the Kodagu brand would achieve enhanced recognition and increased market visibility through the use of the landscape label as a symbol of effective environmental management. Other products from Kodagu could, under landscape labelling, legitimately use the same Kodagu brand name signifying their origination from a landscape that is delivering a wide variety of ecosystem services. Through this, they could gain market recognition by association, as well as recognition of the ecosystem service values they represent. Finally, services and specifically eco-tourism would benefit from the increased recognition and the standards of quality the label could enforce.



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Current pages (from left to right):

- The homestays agroforestry system is increasingly attracting visitors from Bangalore.
- Honey from Coorg (the English name of Kodagu) has a good reputation but, without Geographical Indication, most of what is sold is a blend of different origins.
- Gathering firewood is one of the main needs of local people and agroforestry can reduce the pressure on natural forests.

Finally, intangible values could be embedded in the landscape label, to reflect the specific cultural and religious values attached to the landscape and specifically its sacred forests and pilgrimage sites, such as the source of the Kavery River. This would empower local communities in their actions to conserve such features in the face of external development pressures (Garcia and Pascal, 2006).

Landscape labelling in Kodagu could be implemented through the Kodagu Model Forest Trust (KMFT), a partnership of organizations representing diverse groups that have interests in the environment and management of the Kodagu landscape. It includes as its members organizations representing landholders, NGOs, the Karnataka Forest Department, community groups, research institutions. Furthermore, it encompasses groups that represent a variety of stakeholders ranging from government representatives, farmers and village representatives, as well as scientists and other experts. While it does not yet include representatives from the landless poor and tribal communities, there is the potential to develop the network in this direction. Hence, landscape labelling payments for ecosystem services could be made to a community-based institution, such as KMFT, which would be responsible for the investment of such funds in social and development projects and infrastructure to the benefit of all people living within the landscape, not only to private landowners.

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Payment for Ecosystem Services (PES) is a tool used by many sectors, including the agriculture and forestry sectors, to reconcile economic activities with environmental conservation. It also is increasingly used for income generation in rural areas and, thus, offers interesting perspectives to support the transition to a green economy and sustainable development. This book reviews state-of-art information and offers new insights on the topic, highlighting key elements in PES design and identifying enabling conditions for PES implementation in different contexts. In particular, this book addresses the linkage between PES and food security. It builds on theoretical perspectives as well as lessons learned through case studies from different parts of the world. It dwells on the different economic, ecological, social and institutional dimensions of PES and suggests innovative approaches for a new generation of PES schemes for improving rural livelihoods and alleviating poverty.

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