



JULY 29 TO AUGUST 4, 2012 Lisbon - Portugal

XIII World Congress of Rural Sociology

WG08

0459

DIVERSITY OF GEOGRAPHICAL INDICATIONS USES AND "ARROZ DO LITORAL NORTE GAUCHO" CASE

Jaqueline Haas¹, Vivien Diesel¹, Encarnacion Aguilar Criado¹, José Marcos Froehlich¹

¹*Universidade Federal de Santa Maria, Santa Maria, RS, Brazil,* ²*Universidad de Sevilla, Sevilla, Spain*

Research about strategies for overcome rural poverty recently stimulates territorial development approaches that valorize cultural identity. These approaches emphasize the commercialization of typical products and the use of geographical indications as a signal of territorial quality differentiation. But, case studies frequently reveal that geographical indications social use is more diverse. This paper describes "DO Arroz do Litoral Norte Gaucho" case, in south Brazil, looking for diversity in social uses for geographical indications in agri-foods.