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Publishing Scenario On Geographical Indications In Brazil

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ABSTRACT
This text aims to describe the publishing landscape on Geographical Indication, which will serve as the basis for a doctoral dissertation. To this end, a search was conducted in the SCOPUS database using the term "Indication and* Geographic*." From there, the data from this research were processed in the SCOPUS database, following five categories: the first, to identify the years with the highest frequency of work on this topic; the second, how frequently this topic is cited; the third, which research areas are of greatest interest on this topic; the fourth, how frequently researchers develop work on this topic; and the last, which countries produce the most work on this topic. This provided the foundation for this dissertation, which seeks to demonstrate the feedback from scientific productions on Geographical Indication to end producers.*
Keywords*: Geographical Indication; Scopus Database; Doctoral Thesis*

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I. INTRODUCTION

A Geographical Indication (GI) guarantees the local development of a marketed product or service of origin when that product or service possesses some characteristic inherent to the region, such as climate, soil, or management that gives it unique characteristics, and thus, may be eligible for the GI seal.

Encouraging the diversification of agricultural production is beneficial in order to achieve a better balance between supply and demand in the market. Promoting products with certain characteristics can become an important asset for rural areas, particularly in disadvantaged or peripheral areas, by, on the one hand, improving farmers' incomes and, on the other, retaining the rural population in these areas, as shown by the EUROPEAN COUNCIL (2006).

Thus, producers began to feel the need to preserve the unique characteristics of their products. The seals that identify the product based on its GI promote its quality and originality. Brazilian GI seals reinforce the individual qualities of products typical of their regions. In Brazil, producers and traders have begun seeking to strengthen their products through the use of Brazilian GI seals, such as producers of cheese, wine, coffee, bee products, etc. Many seals are already established. In total, as of June 2025, the National Institute of Industrial Property (INPI) has registered 106 Indication of Origin seals and 40 Denomination of Origin (DO) seals. Of these seals, 30 are of National origin and 10 are of International Origin. Because of this, scientific work has begun to characterize GI. Some studies support the promotion of the product being tested for GI, so this entire search in the SCOPUS database is based on the search for works with this purpose. When a region receives a GI seal, the entire community benefits, as the product being marketed gains value and identity, bringing distinction to the product, which becomes known and gains trust. This is why current studies are using it to promote quality success for producers. GIs strengthen the product, recognizing the value and identity it possesses, allowing the entire population surrounding the product to benefit from this distinctive feature.

Research on GIs has grown substantially in recent years. Government agencies, industry, scientists, and consumers worldwide have paid great attention to the geographic origin of foods, as stated by Bannor et al. (2023). GI claims appear as an option for valuing agricultural activities in Brazil's regions. According to surveys conducted by the Ministry of Agriculture, Livestock, and Supply (MAPA), institutions such as the Federal University of Santa Catarina (UFSC) in its Master's programs, the INPI (National Institute of Industrial Property), and the Postgraduate Program in Intellectual Property (PPGPI) at the Federal University of Sergipe (UFS) have been conducting extensive research on the topic. Many dissertations and theses address this subject. It is a fact that high-quality products with GI and DO are often associated with higher retail prices and greater

market recognition compared to similar products, according to Zhao et al. (2022). The seal approval process is based on the premise that academies are the places that must conduct studies to identify locations in Brazilian regions with products that meet the value and identity characteristics of a given region in order to obtain the GI seal. Once the GI is identified, the researcher develops their work and, in most cases, reports that many benefits will be rewarded with the GI. But what guarantees are there for these workers?

The concept of GI emerged on April 15, 1994, with the Marrakesh Agreement established by the World Trade Organization (WTO) and the TRIPS Agreement. The preamble of the Agreement on Trade-Related Aspects of Intellectual Technologies and Property Rights in Intellectual Property Matters suggests the definition of GI in Article 22.

Geographical indications are, for the purposes of this Agreement, indications that identify a product as originating in the territory of a Member, or a region or locality within that territory, when a certain quality, reputation, or other characteristic of the product is essentially attributed to its geographic origin (TRIPS, 1994).

As can be seen, the definition of the GI concept is nothing more than a seal that links a product or service to the territory and to the producers themselves who know how to make that product. This must be made very clear, because this "know-how" refers to a cultural issue, as these producers have learned to organize a process that identifies a given product or service, and it is precisely around this "know-how" that the entire problem of this work unfolds.

For the INPI, which is the agency here in Brazil that verifies and preserves this product, to determine the recognition of the product that will receive the GI seal, it is necessary to know the entire origin of that product. Only then can the INPI establish that that product can bear the GI seal. Let's understand how this is done. The first step is for the producer or producers to identify that the product is typical, original, unique, and differentiated, and thus eligible for GI recognition. From there, they need to prepare what the INPI calls a "Technical Dossier," and only then can these producers apply for registration with the INPI for a given product.

But it's not that simple. Producers often don't understand the process of preparing this "Technical Dossier." They have a good understanding of the product or service preparation process, and they often need the support of someone knowledgeable about the process of seeking GI recognition. This is where the question arises: all this support is provided here in Brazil by research institutions, such as universities and federal institutes. For example, today in Brazil, the Geographical Identification and Well-Known Brands Forum is installed in 10 cities. In 2024, the last of these Forums was installed in the city of Corupá in Santa Catarina. These Forums, promoted by MAPA, have as one of their objectives the mapping of all products that can receive the GI seal.

This work is of utmost importance, due to the potential that exists here in Brazil for determining GI recognition. Thus, this Forum makes available to Research Institutions the products that can receive GI seal recognition. The central question that arises is how researchers are addressing the importance of this issue, because the process generally ends when the researcher achieves their objective. This is precisely what is proposed to be identified in the Doctoral Thesis: whether these researchers are addressing the feedback of this process to producers. This article intends to substantiate the work that will be developed in this Thesis. The INPI determines the following items for the preparation of the entire “Technical Dossier”:

Table 01 – Items contained in the Technical Dossier

Geographical Delimitation;
Usage Rules;
Description of the Production Process;
Product History and Reputation;
Representative Entity.

This Technical Dossier is determined based on a degree of circumspection by the following items:

Table 2 – Technical Dossier Circumspection Items

Governance;
Territoriality;
Production Process;
Production Chain;
Research;
Need for Protection;
Link with the Geographic environment;
Notoriety;
Economic Performance;
Engagement.

This entire process depends primarily on the producer's or producers' willingness to acquire the GI seal for their product. They are the ones who need to organize themselves, through an association or cooperative, to complete this entire Technical Dossier, with the creation of an association or cooperative. Everything begins with the promise of increased value and protection for their product. A GI provides many benefits to the protected product, such as territorial development, which improves the living conditions of the entire community.

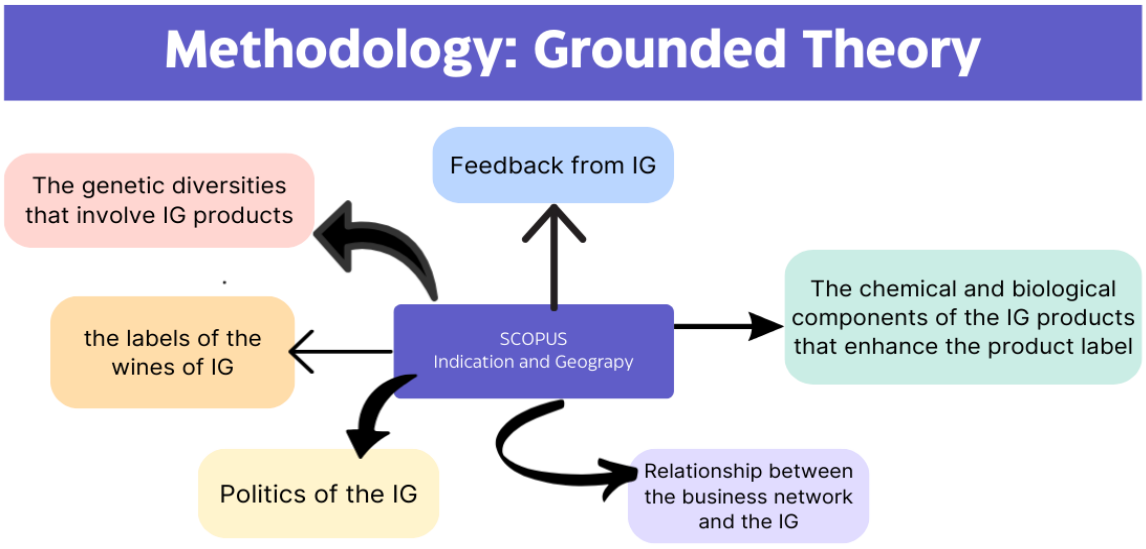
The quality of the product or service developed also improves because researchers bring best manufacturing practices for that product or service. Therefore, the various producers within that territory will benefit from the technological support provided by the researchers, enabling them to acquire a single production standard that applies to the entire region. Another very important factor is the availability of exportable products.

The GI allows producers to compete on equal terms in global markets, as the GI is recognized by all WTO member countries due to agreements signed with other countries. We have already reviewed almost 100% of these studies and observed that only 1.55% of them are relevant for this research. Furthermore, the other studies address diverse topics, such as GI policies, the relationship between the business network and the GI, the chemical and biological components of GI products that enhance the product's seal, the genetic diversity involved in GI products, agricultural exports in various countries, the gastronomic values of GI products, comparisons between GI policies among the various countries of the European Union and Asia, international treaties, and also simpler topics such as GI wine labels, or even how to choose a name for a given GI. The text aims to describe the scenario of publications in IG that will serve as a theoretical basis for a final doctoral work.

II. MATERIAL AND METHODS

This study aims to create a research base on the topic of Geographical Indication (GI) that specifically delivers to its producers what was promised in the research. Therefore, we use Grounded Theory as our methodological basis, in the case of this work, the SCOPUS database. To this end, we used the SCOPUS database and used the expression “Indication* and* Geography*” in data collection. The first data survey in the SCOPUS database was carried out on March 30, 2025. At that time, 9,746 works were found in this database, covering various topics, such as GI policies, the relationship between the business network and the GI, the chemical and biological components of GI products that value the product seal, the genetic diversities involving GI products, agricultural exports in various countries, the gastronomic values of GI products, comparisons between GI policies among the various countries of the European Union and Asia, international treaties, and also simpler subjects such as GI wine labels, or even how to choose a name for a given GI.

Figure 01. Methodological scheme for the search for scientific articles on GI



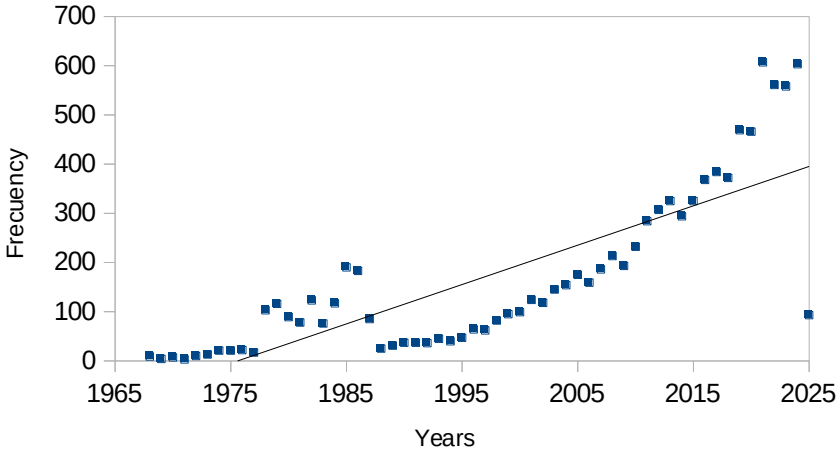
To develop this text, based on the data collected, we chose to address the five categories listed below:
1) Identify the years with the highest frequency of research on this topic;
2) How frequently this topic is cited;
3) Which research areas are of greatest interest on this topic;
4) How often researchers develop research on this topic;
5) Which countries produce the most research on this topic.

In the interpretation of the data, we will describe all relationships regarding the listed categories in the results and discussions.

III. RESULTS

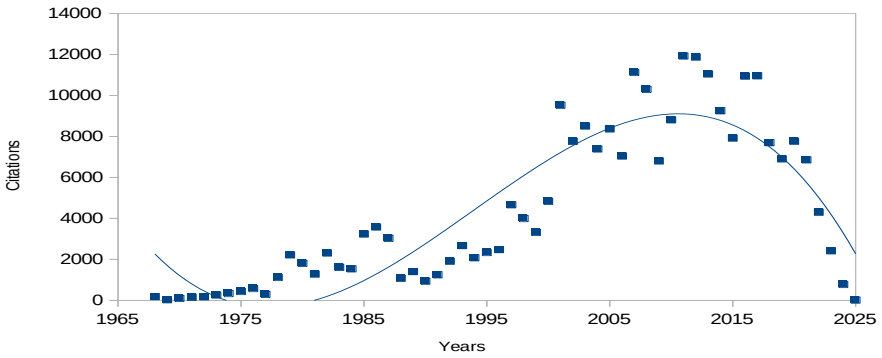
Regarding the first category established in the Method of this article, which seeks to identify the years with the highest frequency of research on GI, we can confirm that there is significant interest in developing research in the area of GI. The figure below shows that the number of publications on GI increases every 10 years.

Figure 2 – Frequency versus year of publication of scientific papers.



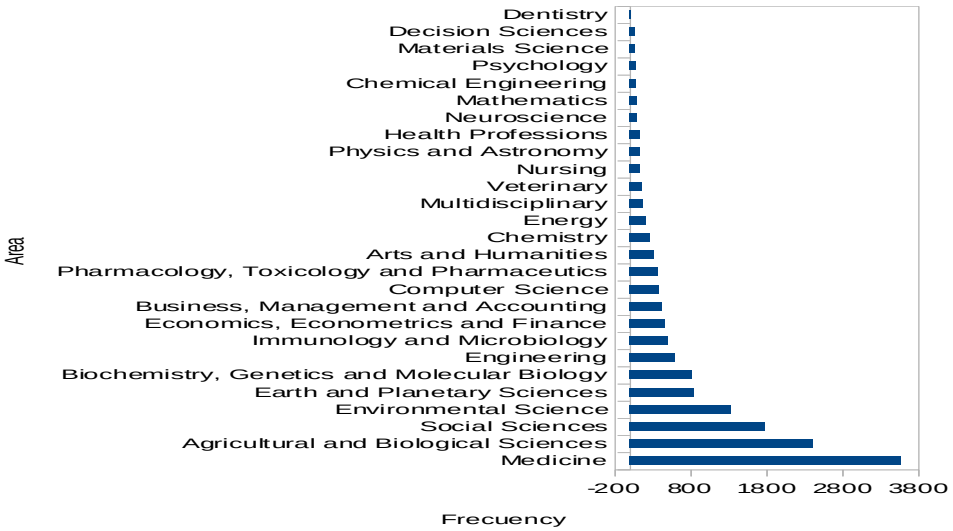
Regarding the second category established in the results of this study, which establishes the frequency of citations on this topic, we can observe a growing increase in citations of research on the topic of GI, with a certain decline in these citations over a certain period, which will be discussed later.

Figure 3 – Citations and years of scientific citations.



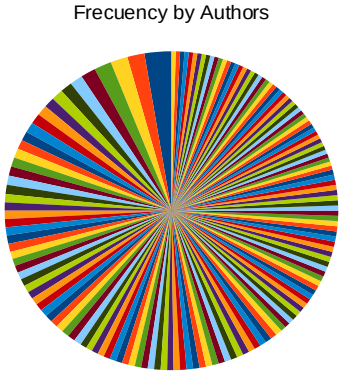
Moving on to the third category of results, which addresses the research areas of greatest interest on the topic of GI, we can see that each year there is an increase in the adherence of these areas to research on the topic of GI, and we will discuss this aspect in the next section of this work.

Figure 04 – Work areas and frequency of work area activity



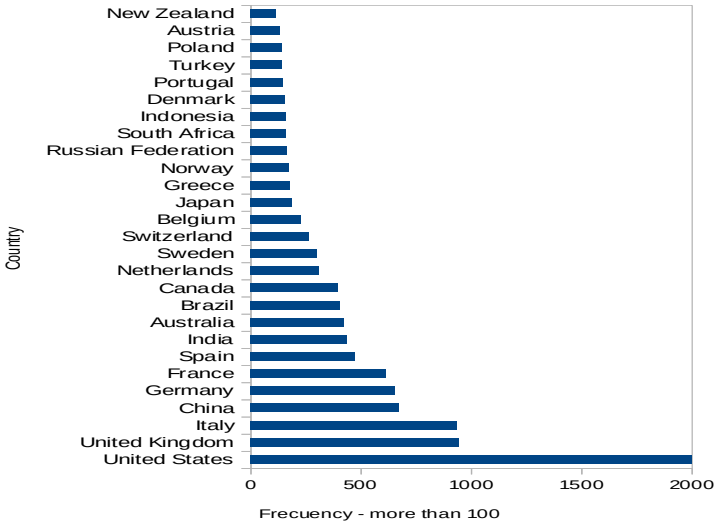
In the fourth category, which demonstrates the frequency with which authors publish their work, we find a nearly linear arrangement in the graph.

Figure 5 – Authors' Work Frequency



The final category of discussion establishes the relationship between the countries that produce the most work on this topic. Furthermore, interest in GIs has expanded geographically.

Figure 6 - Relationship between the countries that produce the most work on GIs.



IV. DISCUSSION AND CONCLUSION

Analyzing the last six decades, it is clear that GIs have gradually gained interest in the global academic, legal, and economic landscape. This increased relevance reflects not only the appreciation of products associated with specific territories, but also a growing awareness of the social, cultural, and environmental impacts involved in their protection and promotion.

During the years 1965 and 1975, GIs were hegemonically observed in legal contexts, especially in Europe, specifically in France. As early as the mid-20th century, France used the concept of "Appellation dórigine Contrôlée" to protect its products, as stated by Barham (2003). Thus, the tradition of protecting names of origin such as Champagne or Roquefort was already consolidated. With the strengthening of international treaties, as noted by Giovannucci et al. (2009), such as the Lisbon Agreement (1958) and later the TRIPS Agreement (1994), the scope of research expanded, encompassing topics related to international trade, intellectual property, and rural development.

Since the 2000s, there has been an increase in academic publications on GIs, driven by market globalization and the recognition of their potential as instruments of sustainable development, as demonstrated by Sylvander (2004); Tregear et al. (2007); Belletti et al. (2015).

At this time, GIs are seen tactically as tools for adding value to local products and services, preserving biodiversity, encouraging tourism, and promoting public policies aimed at protecting intangible heritage. This complexity and diversity explain the continued growth of research on the topic, consolidating GIs as an interdisciplinary and highly relevant object of study. In light of this, we can observe here in Brazil the interest of institutions that foster the growing production of research related to GI. According to surveys conducted by MAPA, there are numerous dissertations and theses developed, such as UFSC, in its Master's and Doctoral programs that involve GI, the INPI, and also the PPGPI of UFS, which has been developing research on the topic massively. We can confirm in graph 2 all this growth in Brazil and worldwide, which has been occurring over the last three decades.

It is possible to observe a growing increase in citations to research on GI. Analyzing the last four decades, we can see that in the last decade, there has been a sharp decline in these citations, but this should not be interpreted as a loss of relevance for the topic, because, as seen in figure 2, publications on GI are increasingly developing.

However, changes have been observed in the dynamics of scientific production, academic priorities, and mechanisms for evaluating academic knowledge, among other issues. It is clear that with the increasing advancement of GI studies since the 1990s, a knowledge base on this topic has been consolidated. According to Kuhn (1962), mature scientific fields tend to experience consolidation or even a decline in the number of citations due to the consolidation of central paradigms. He states that after a period of significant citation growth, the topic may have reached a point of repletion, where new studies add little to the already established foundation.

Another factor we must consider, according to Bornmann & Mutz (2015), is that competition with emerging fields such as blockchain, AI, and environmental sustainability, as described by bibliometrics and scientific trend analysis, allows for a shift in the academic focus toward topics considered more innovative, or even those with more structured funding, which leads to increased visibility and citations in traditionally important fields, such as GI.

Furthermore, in recent years, many academic evaluation systems have begun to prioritize articles with high impact scores and in internationally circulated journals. This has led researchers to prioritize topics with a greater likelihood of acceptance in relevant journals, which does not always include GI productions. According to Lariviére and Gingras (2010), this type of institutional bias affects less internationalized fields or those with a strong regional component, such as GIs.

We can also see that each year there is an increase in the concentration of fields on research addressing GI, as this topic has a multidisciplinary scope. Thus, researchers from various fields, such as Geography, Economics, Agronomy, Sociology, Law, etc., have begun to approach the topic from multiple perspectives, analyzing everything from certification processes to the socioeconomic impacts on producing communities.

We found that Medicine invested the most in GI, with over 3,000 publications, followed closely by Agriculture and Biological Sciences, with over 2,000 publications. Social Sciences and Environmental Sciences remained between 1,000 and 1,500 publications.

Earth and Planetary Sciences, Biochemistry, Genetics, and Molecular Biology maintained an average of 800 publications, while Engineering, Microbiology and Immunology, Economics and Finance, Business, Management and Accounting, Computer Science, Pharmacology, Toxicology and Pharmaceutical Sciences, Arts and Humanities, Chemistry, Energy, Veterinary Medicine, Nursing, Physics and Astronomy, other healthcare professionals, Neuroscience, Mathematics, Chemical Engineering, Psychology, Material Sciences, Decision Sciences, and Dentistry were below this average. As the discussion continues, we can see how frequently researchers developed work on the topic of GI, revealing a scenario of leveled scientific production. This can be

interpreted both as a reflection of equitable working conditions among authors and as a specific snapshot of a broader research context. It is true that this graph demonstrates a certain linearity in the development of work, that is, authors publish at virtually the same rate. This pattern determines a balance in the productivity of the researchers analyzed. This regularity may be related to several factors, such as participation in collaborative research networks, similar access to institutional resources and funding, or similar editorial schedules.

Equality in publication frequency may also reflect the adoption of similar publishing strategies, such as consistent co-authorship or participation in research groups with stable scientific production dynamics. In the list of countries that produce the most work on GIs, it is clear that while studies were previously concentrated in Europe, today there is a broad scientific production on GIs in Latin America, Asia, and Africa, reflecting the efforts of developing countries to protect their traditional knowledge and value their typical products as a means of productive inclusion and cultural promotion. In Brazil, authors such as Menezes et al (2012) and Barros (2014) confirm these words.

We also note that the United States was the country with the most publications in this area, with over 2,000 publications. Next are European countries such as the United Kingdom and Italy, with nearly 1,000 publications each. Then follow countries like Germany, France, and China, with just under 1,000 publications each. Next are Spain, India, Australia, Brazil, and Canada, with just over 500 publications each. In recent decades, Brazil has consolidated itself as one of the main countries producing scientific knowledge on the topic of GI. This growing relevance on the world stage reflects the maturation of Public Policies to value territorial products, the strengthening of research institutions and the increase in academic interest around the relationship between geographic origin and regional development.

It can be seen that, in qualitative terms, Brazil ranks among the countries with the highest number of scientific publications on GIs, alongside nations such as Spain, India, Australia, and Canada, surpassing countries such as Japan, Russia, and Portugal. This position is partly justified by the role that GIs have played in sustainable territorial development strategies in our country, especially in regions where traditional products play a central role in the local economy. This is largely due to the work of institutions such as the INPI, which has been encouraging the registration and protection of GIs in Brazil, as well as public universities and research centers that have delved into the topic.

To achieve the objective of this work, which was to describe the GI publication landscape that will serve as the basis for a final doctoral thesis, we reviewed in detail the vast literature currently available in the SCOPUS database on the feedback from GI research. It is strongly assumed that the categories identified are crucial for the completion of the final doctoral thesis.

1. Identify the years with the highest frequency of research on this topic. We realize that the topic becomes more relevant with each passing year, which directs this work toward its relevance, especially regarding the feedback from GI research.
2. How frequently this topic is cited, which is another key factor for completing a doctoral dissertation, as citations support the central question of this work;
3. Which research areas are of greatest interest on this topic, which is a relevant question for delimiting the scope of the dissertation that will be formulated;
4. How frequently researchers develop work on this topic, which will support the entire dissertation with foundations, strengthening it with the reality of the publication scenario for articles on the topic of interest of this work;
5. Which countries produce the most work on this topic? This will demonstrate what is happening in Brazil and around the world regarding the publication of works on GI. As a guideline, we will focus our study on Brazil, demonstrating the growth of this topic in Brazil, strengthening our approach.

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