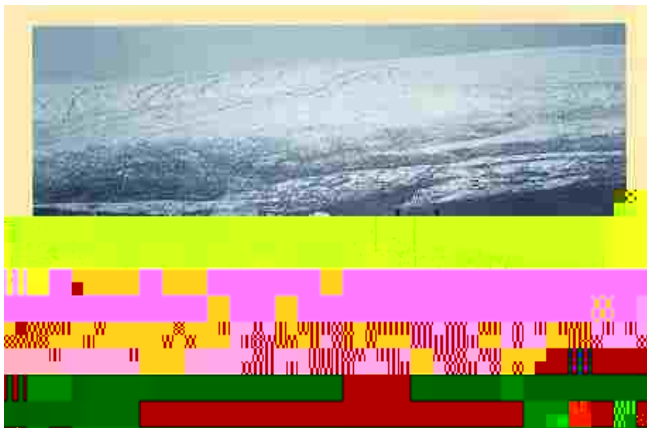


Stories that are worth telling took time in the building. However, good ones can be told in a split second: looking at a sign within a label. The agenda of trade and environment is wide and polarized. For example, patents and transgenics, as well as other property and modern biotech related risks, are immersed in debates that have a tendency to dwell around dead ends. This presentation focuses on the *in situ* conservation of biodiversity through sustainable rural development, this helps to narrow the scope. Ecolabeling is not lacking polarized discussions

over the value of a name of a region. Other producers claimed their right but, as trademarks go, The Glenlivet had created a right of exclusivity. In the end, all retained the right to use the Glenlivet geographical indication associated with the specific trademark of their whisky.

Behind it, a view of the collective glen.



A single malt is not only a product, it is the result of a landscape, its history of appropriation and a complex aging process. One that begun with the definition in common law of a process and a product: Scotch Whisky, shortly after a legal decision on the difference between a single malt and a blend was needed. Both legal definitions helped in the differentiation of Scotch from bourbon producers and other “imitators” worldwide.

Moon shining was coming to an end in England and it would take another 70 years to end it in the United States. Thus, a transition was made from the illegal to the

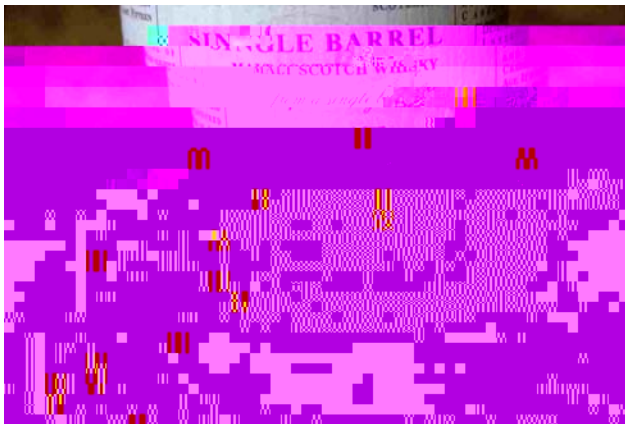
legal in the 19th century and the beginning of the 20th for many products in regions of what are now called developed countries. This transition has only just begun in many developing countries, it is running fast in emerging economies, many resources are harvested without complying with environmental regulation: beware then of labels that deceive because of what they don't say.

Many countries and their markets are only beginning their regulation history. Moon shining has not come yet to an end in developing countries. However, in hundreds of places resources and products have the tradition and the prestige of long enduring processes and products that oc

buying a single. However, I sense, although it is debatable, that single malt producers could easily comply with 21st century social and environmental standards. This is because they have already meet with century old agreements on product quality, decency in labeling, consumer confidence and labor standards.

Thus, regulations and standards developed in the matrix of common law came from the rights of citizens empowered in front of a judge, their right to the value of their product, their work and landscape.

Single malts reach the highest peaks in product differentiation and value addition. This is Bottle 42 of cask 80123, cask and bottling dates are also available.



Water is as simplest as a product can get. Drinking waters are nonetheless differentiated by producers and consumers: it is more than H₂O and it is the result of a process. One hour in a supermarket in Me-

xico City in 2001, allowed for a simple exercise on the meaning of differentiation: 8 drinking water bottles belonging to 8 trademarks where available. The bits of “valuable” inform

signs, image and packaging. Above all, the claims used in this strategies should remain non deceiving and this is a basic principle of trademark law.

Corporate behavior has been on the bad news lately because of accounting responsibility. The credibility of self regulation got a severe blow in the t2 116.5335 677.86.6T5 695.76 Tm(ou)Tjark law.

lar products are negative: unsustainable, unfair, have pesticides or conservatives, are artificial, etc. Some of this is true. On the other hand, ecolabeling can also be deceiving if it lacks verification.

Finally, ecolabeling has to meet the challenge set by the limits of consumer interest and knowledge. There is a limit to what can and should be said in a label. But that is not, in my opinion, for regulators to decide. On every area of the wide ecolabeling agenda, standards are badly needed to avoid consumer deceit.

sitive, they were preadapted to organic certification because of the low external inputs involved. This process helped shape a wide effort of coffee growing communities and their organizations. In México there are dozens of experiences similar to UCIRI (Waridel 2002). One of them, the Unión de Ejidos de la Selva, Chiapas, was recently recognized with UNDP's Equator Initiative prize related to sustainable development experiences.

Related to organic and fairly traded coffee, the bird friendly *expresso* is on its way. In contrast to open sun plantations those that keep or recover a shade with diverse tree species can contribute to bird and other wildlife conservation. Many of this species migrate and the specific

0 0 0 0 0 0 0 0 0 0

bean. A positive outcome of the process and a legal recognition in national and foreign markets will be very important to the sustainability of this projects. In addition, their labeling as geographical indications will help in defining those with legal interest in the development of resources and products that are harvested legally and packed with care and responsibility.

If ecolabeling is challenging for develop economies and i

belonging, certification and collective trade marks, and geographical indications. How many seals and how much information can a product withstand? This is for producers and consumers to decide. Let the market decide, if it is free.

The issue is that different types of production and consumption have their own rights. There should be a place for all, the sustainability sensitive consumer and producers are only a part of the market place.

Whether we want it or not ecolabelling is here to stay, and in all its forms: first and third party verified; positive, negative and neutral; mandatory or voluntary. If we don't agree to common standards it will be mayhem for regulators, verifiers, producers and consumers alike. The basic rationality should be multilateral, the overhead should remain to countries and their citizens to decide in time.

zenhipneit

Their project seeks conservation of their biological resource base and they begin their differentiation.

Underlying ecolabeling is our long term ability to sustain viable rural and urban societies. A balance must be reached. Environmentally and socially sensitive production and consumption are growing. Denying them rights will not help, recognizing them allows for standards to be developed. This standards go beyond trade related rights. Ecolabeling is about the exercise of rights on biological resource use and biodiversity conservation, about sustainable development, intellectual property, intangible collective assets and global commons.

Responsible and empowered citizens on the production and consumption end of the line need information and education. Labels can co

thy



Environmental Labels and Declarations – Self
Declared Environmental Claims. UK.

EPA. 1998. Environmental Labeling: Issues, Policies,
and Practices Worldwide. Washington D.C.

Sarukhán J. and J. Larson. 2002. When the Commons
Become Less Tragic: Land Tenure, So