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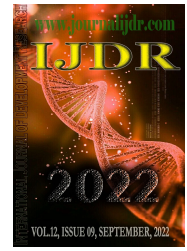
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RESEARCH ARTICLE

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## BRAZILIAN GOODS AND SERVICES PROTECTED BY GEOGRAPHICAL INDICATION

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### ABSTRACT

This work seeks to present indicators of Brazilian goods and services protected by Geographical Indication (GI) in each Brazilian region that serve to assist in studies on Geographical Indications and territorial development. Using documentary research and based on bibliographical inquiry, the following pieces of information were described here: the number of national Geographical Indications granted up to June 26, 2022, the number of GI-protected goods, and the type and class to which each one of them belongs. The study showed that of the GI-registered goods and services in Brazil, 76% are agrifood, subdivided into 15 classes, while the remaining 24% are non-agrifood, subdivided into seven classes. Most agrifood goods are coffees, fruits, wines, and bee products, while the non-agrifood type is primarily made up of handicrafts.

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## INTRODUCTION

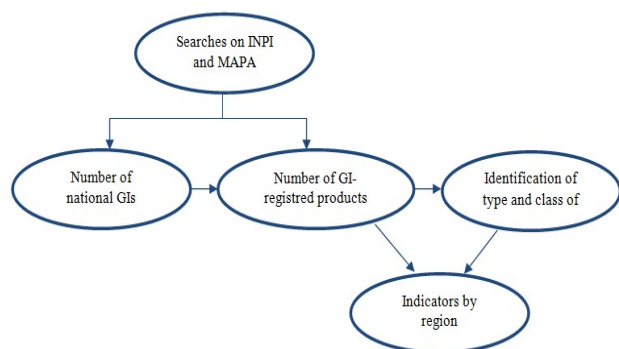
Faced with a strong demand for differentiated goods by a portion of society that seeks to consume higher quality food with cultural references, as well as with the possibility of tracing their production territories, countries have sought scientific, technological, political and marketing strategies to increase the supply of goods with certification of origin, avoiding fraud, adding value to them and promoting rural development (BOLFE; SAUTIER, 2018). A strategy used for more than just food products that has achieved success in several cases is Geographical Indication (GI), an intellectual property asset with a concept developed in several historical moments, which gives a product a sign indicating its origin in a particular region or place. The distinctive sign is meant for a product or service with a certain quality, reputation or feature essentially attributed to its geographical provenance, including natural and human factors, which differentiates it from other goods from different regions. Although the use of GIs started in Europe, it has spread throughout the globe, and, currently, there are registered GIs in North America, South America,

In Brazil, GIs are granted to goods and services as an indication of provenance (IP) or as a denomination of origin (DO). Their use to add value to Brazilian goods and territories is still limited compared to other nations, like European Union countries, which have thousands of GIs. In comparison, Brazil only has a few dozen registrations, which shows the incompatibility of the potential use of this distinctive sign in the country (MELO, 2019). However, even at a slower pace than in other countries, the evolution of GIs registered with the Brazilian National Institute of Industrial Property (INPI) shows that Brazilians have sought to add value to their products and their chains of production, as well as to their territories, through this IP asset, with the potential to benefit the products and producers in the locations identified with them (GONÇALVES; ALMEIDA; BASTOS, 2018). One of the main benefits a GI can produce in its place of implementation is the reconfiguration of the space, adding socioeconomic, associative, cultural, and environmental value to it, as well as through the reorganization of the entire production chain, making it capable of meeting the demands of a market that requires products with differentiated standards of quality and reliability (BARROS, 2019).

The distinction attested by the GI is not only for the product but also for its territory since the quality or characteristic of the product identified with this sign is essentially linked to its production environment, which, in addition to natural factors (climate, soil, terrain, etc.) of the region, also includes human elements (mode of production, know-how) and the social relations in the location. As such, the GI distinguishes the product from similar ones from different regions and, at the same time, attests that its territory has a specific reputation or characteristics (CERDAN et al., 2010). Different types of territories and their characteristics strongly contribute to the fact that the same products from different locations do not achieve the same results through a GI. Thus, the implementation of two GIs in Brazil for a particular product can have drastically different outcomes in different places (REIS, 2015). Given this context, studies on the different types of products and territories protected through GIs are necessary so that success is achieved using GIs in Brazil, which, according to Pellin (2019), has a considerable number of products and services with potential for GI recognition in various regions of the country, due to its territorial extension, cultural miscegenation, and climatic diversity. Thus, to contribute to the studies on the already granted national GIs, this work aims to present indicators of the number of Brazilian products and services protected by GI in the country's regions, considering their types and classes.

## METHODOLOGY

This study was done using documentary research based on bibliographical inquiry. The INPI (2022) and MAPA (2022) databases, updated until June 26, 2022, were searched for data on Geographical Indication. Scientific texts such as papers and course conclusion works (monographs, dissertations, and theses) were consulted to discuss the results. Figure 1 illustrates the methodological procedures used in this study.



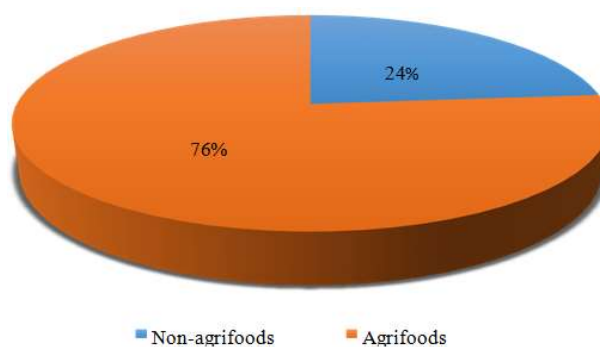
Source: The authors (2022).

**Figure 1. Methodology overview**

Following the scheme presented in Figure 1, the number of national GIs granted, the number of products protected by GI, as well as the type and class each product belongs to, according to the MAPA classification (2022), were consulted in the databases mentioned above. Then, through figures, indicators of the number, types, and classes of products and services protected by GI in each Brazilian region were presented.

## RESULTS AND DISCUSSION

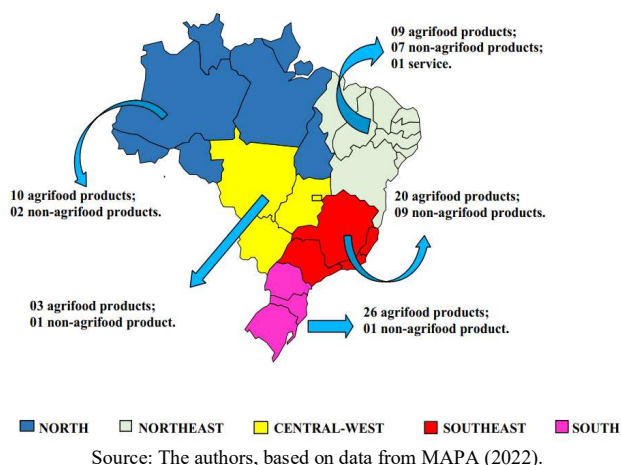
According to MAPA (2022), the types of Brazilian GI-protected products and services are agrifood and non-agrifood. Up to June 26, 2022, most of the GI registrations were for agrifood products, and the only service registered was of the non-agrifood type, as seen in Figure 2. Silva and Cruz (2021) state that most Brazilian products protected by GI are of the agrifood type, which indicates a robust food diversity in the country. The authors also point out that these agrifood products are ready-to-eat and natural foods that may undergo transformation



Source: The authors, based on data from MAPA (2022).

**Figure 2. Indicators of types of Brazilian GI-protected products**

While non-agrifood products represent a smaller number of GIs in the country, it is also worth noting their diversity in Brazil and the interest in valuing the production chain of these products, as shown by GI registrations for this type of product in all Brazilian regions, as shown in Figure 3.



Source: The authors, based on data from MAPA (2022).

**Figure 3. Indicators of the types of Brazilian goods and services with GIs by region**

As shown in Figure 3, only the Northeast Region of Brazil has a nearly even split between agrifood and non-agrifood products. However, agrifood products are still the majority (nine agrifood products and eight non-agrifood products). As for the other regions, the overwhelming majority of products are of the agrifood type, especially in the South (with about 96% of agrifood type products and 4% of the non-agrifood kind) and in the North (with agrifood type products representing around 83% of the products there and 17% being of the non-agrifood type).

Figure 3 also shows that the Southeast Region has the highest number of non-agrifood products protected by GI and the highest number of products with GIs overall. Table 1, based on the data in Figure 3, presents the number of products and services protected by GI in Brazil. In addition to the regional view, the table also gives a better idea of these indicators at the national level.

**Table 1. Number of Brazilian products and services with GIs**

Region of Brazil	Agrifood	Non-agrifood	Total
North	10	02	12
Northeast	09	08	17
Central-West	03	01	04
Southeast	20	09	29
South	26	01	27
Brazil	68	21	89

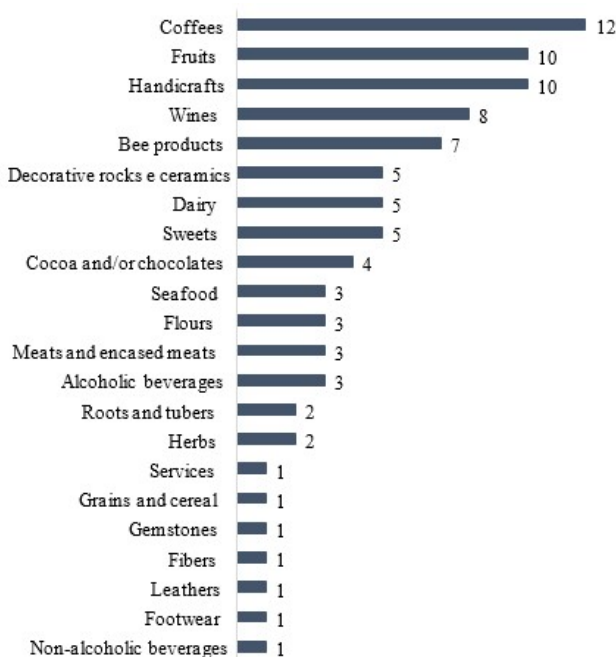
It is worth noting that, according to the INPI (2022), up to June 26, 2022, there were 90 national GIs registered with the INPI; however, as shown in Table 1, only 89 Brazilian goods and services are GI-protected. This apparent contradiction is because the wine from Vale dos Vinhedos and the coffee from Cerrado Mineiro each have two GIs, one as a DO and the other as an IP. In addition, the Vale do Submédio São Francisco IP protects two products: table grapes and mango. Thus, of the 90 registered GIs, the four referring to Vale dos Vinhedos and Cerrado Mineiro represent only two products, bringing the number of goods and services to 88. With the addition of the Vale do Submédio São Francisco IP, there are 89 goods and services with GIs in the country. Brazilian agrifood and non-agrifood goods protected by GI or with the potential to acquire this distinctive sign were classified by MAPA (2022) into groups, as shown in Table 2.

**Table 2. Classification of Brazilian goods and services**

Classification of Brazilian goods with GIs or potential for GI
Live animals, handicrafts, alcoholic beverages (except wine), non-alcoholic beverages, cocoa and/or chocolates, coffees, footwear, meats and encased meats (includes sausages), chestnuts and almonds, condiments, leathers, sweets (includes jams, compotes, sweets in general, candied fruits and the like, except chocolates), herbs (includes herbs for teas, <i>chimarrão</i> , <i>tererê</i> or <i>tereré</i> ), spices (includes seasonings), flours (includes corn, cassava flours, except tapioca), tobacco products, gemstones, grains and cereals (except chestnuts and almonds), vegetables, dairy products (includes cheeses), legumes, pasta (includes tapioca), seafood, decorative plants and flowers, bee products, roots and tubers, decorative stones and ceramics, services, wines, and oils.

Source: The authors, based on data from MAPA (2022).

As seen in Table 2, the classification of products contributes to improving marketing through information about them, which helps the understanding between consumers, producers, and other agents participating in the production chain (SOUSA, 2001). Figure 4 presents the quantitative indicators of Brazilian GI-protected products and services, according to the classification in Table 2.



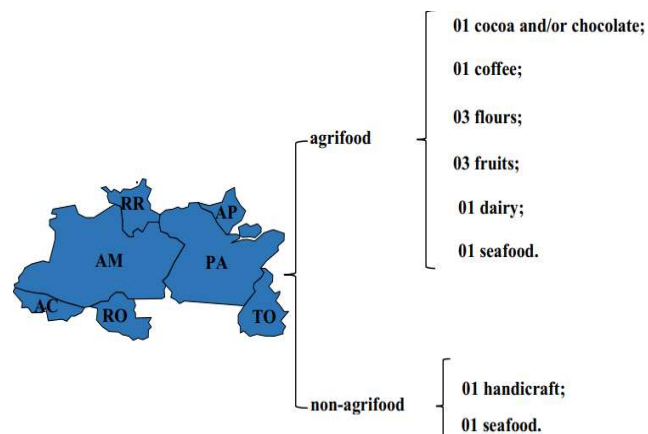
Source: The authors, based on data from MAPA (2022).

**Figure 4. GI-protected goods and services**

Figure 4 shows that Brazilian agrifood products with registered GIs are divided into 15 classes, as shown in Table 2, while non-agrifood products and services are divided into seven classes. Figure 4 also shows that the majority of Brazilian GI-protected products are coffees (12), followed by fruits (10) and handicrafts (10), wines (8), and bee

It is worth noting that, although there are fewer non-agrifood goods protected by GI in Brazil than there are agrifood products, within the above classification, handicrafts are the group with the second highest number of protected products in the country (10), along with fruits.

The significant number of coffees with distinctive GI signs in Brazil reflects the country's worldwide prominence as a coffee producer and exporter. According to CECAFÉ (2022), Brazil, with coffee plantations in 15 states, grows two species of coffee: *Coffea Arabica* and *Coffea Canephora*. The country is the world's top coffee producer and exporter. According to the INPI (2022), GI-protected coffees exist in all Brazilian regions except in the Central-West. However, according to CECAFÉ (2022), the three states in this region, Mato Grosso, Mato Grosso do Sul, and Goiás, have coffee crops. It is worth noting that the first coffee in Brazil to get GI protection from the INPI was the coffee from Cerrado Mineiro, with an IP registration in 2005, followed by a DO registration in 2013 (INPI, 2022). According to Sobrinho, Guedes and Castro (2021), registering GIs for coffee allows small and mid-sized rural producers to expand sales and reach more sophisticated markets, as they produce high-quality coffee with worldwide recognition and at differentiated prices. As mentioned above, the products with the second highest number of GIs registered in Brazil, behind coffee, are fruits and handicrafts. These numbers reflect Brazilians' strong interest in using this intellectual property asset to protect these products and seek territorial development. In fact, GI protection for fruits can lead to territorial development since the innovation of this distinctive sign can, among other things, help the production chain of these products expand and evolve, with the potential to benefit and boost the local economy. However, whether GI is the best way to achieve this goal should be questioned since the use of this tool in Brazil for fruits does not seem to strengthen the connection of the product with its place of origin (the *terroir*) as it does in European countries (AMBROSINI; OLIVEIRA, 2017). As for handicrafts, there are many products in this group protected by GI; however, according to Oliveira (2020), studies have shown that although an improvement can be noted in some cases, products and producers still enjoy few benefits having that distinction. Beyond that, there are some gaps concerning the notions of handicrafts regarding the grant of GIs. Oliveira also points to the large number of Brazilians who have handicrafts as a source of income as a fundamental reason to consider the effects that GIs can have on products and producers, so that the valuing of traditions and the improvement of family incomes through the grant of GIs for these products is achieved, with the number of GI protections for handicrafts in Brazil also translating to territorial development for many people. The following figures show indicators of GI-protected products in each of the five Brazilian regions, North, Northeast, Central-West, Southeast, and South, indicating the number of products from each of the classes presented in Figure 4 for agrifood and non-agrifood products. To start, Figure 5 shows these indicators for the North Region. Figures 4 and 5 show that all GI-registered flours



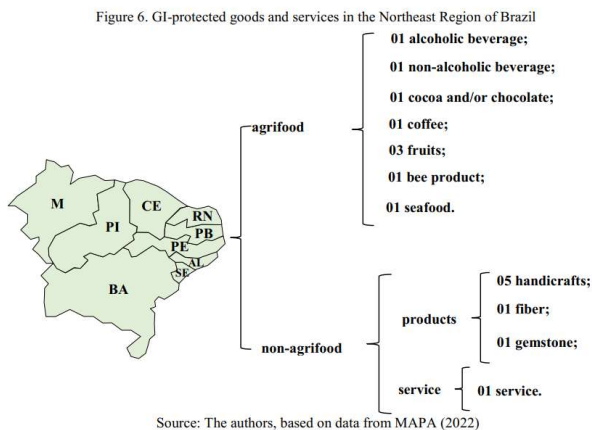
Source: The authors, based on data from MAPA (2022).

**Figure 5. GI-protected goods in the North Region of Brazil**



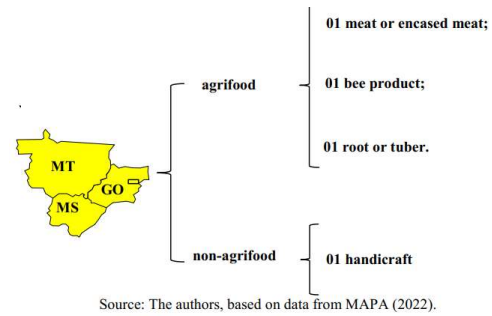
are from the North Region of Brazil. This can be explained by the cultural factors of the consumption of this product in the region and, of course, by the region's traditions. Sena (2019) states that the North and Northeast regions are the country's biggest flour consumers. The product is also the primary income source for most local producers. Sena also mentions that in the North Region, mainly in the state of Amazonas, there are several communities of small rural and indigenous producers who make flour by hand in traditional flour houses and are looking for ways, including GIs, to rescue the tradition of the flour making process, threatened with extinction by the industrialization of this product, in the Southeast and South regions of Brazil. They are also looking to ensure this traditionally produced product's competitiveness in the market.

Also shown in Figures 4 and 5 is the existence of two products in the seafood class in the North Region. However, they are different types of products, one is an agrifood product, and the other is a non-agrifood product. According to MAPA (2022), the agrifood product is protected by the Mamirauá DO, which was granted for the sustainably managed Pirarucu, located in stretches of nine municipalities in the state of Amazonas, while the non-agrifood product is protected by the Rio Negro IP, granted for ornamental fish, located in the Barcelos and Santa Isabel do Rio Negro municipalities. It is essential to highlight that, at the time of writing this paper, the occurrence of products protected by GI of different types belonging to the same classification does not occur in any other region of Brazil. In the Northeast Region of Brazil, there are also some peculiarities regarding Brazilian products and services protected by GI. The region boasts the only Brazilian service (non-agrifood type), the only Brazilian non-alcoholic beverage (agrifood product), the only Brazilian gemstone (non-agrifood product), and the only Brazilian fiber (non-agrifood product) to have GI protection, as seen in Figure 6.



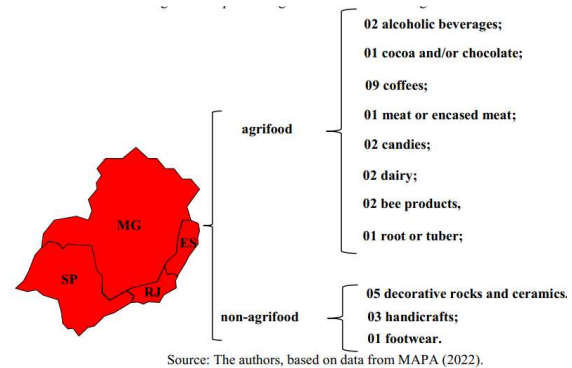
**Figure 6. GI-protected goods and services in the Northeast Region of Brazil**

According to MAPA (2022), the only Brazilian goods and services with GIs located in the Northeast of Brazil, highlighted above as unique to the area, are protected by the following GIs: the Porto Digital IP, intended to protect internet services; the Piauí IP granted for the *cajuína* (non-alcoholic beverage); the Pedro II IP granted for the precious opal of Pedro II and handmade opal jewelry of Pedro II (gemstone); and the Paraíba IP granted for natural colored cotton textiles (fiber). It is important to emphasize that in the Northeast Region of Brazil, as shown in Figure 6, there are three fruits protected by GI. As mentioned above, two of these fruits are protected by the same GI, the Vale do Submédio São Francisco IP, which according to Rosario et al. (2022), was the first GI in this region, granted in 2012. After that, other products in the area were granted GIs by the INPI. The evolution of these registrations demonstrates the interest in using this intellectual property asset in the region. As shown in Figure 7, the Central-West region of Brazil has a minimal number of products with GIs compared to the country's other regions. The region has three agrifood products and one non-agrifood product, each in a



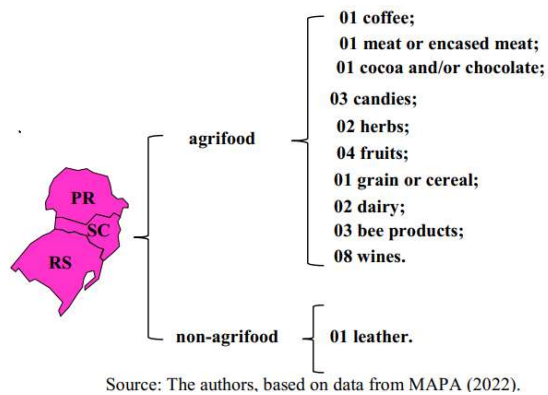
**Figure 7. GI-protected goods and services in the Central-West Region of Brazil**

As shown in Figures 4 and 7, another interesting aspect of the Central-West Region is that two of its GI-protected products belong to classes with few GIs in Brazil, the meats and encased meats class and the roots and tubers class. The former has three GI-registered products in the country, and the latter has only two. It should also be noted that there are only GIs for this class of products in Brazil's Central-West, Southeast, and South regions.



**Figure 8. GI-protected goods in the Southeast region of Brazil**

Each of these regions has one meat or encased meat product registered, and the Central-West and Southeast regions each have a root or tuber product, as shown in Figures 8 and 9 below. Figures 4 and 8 show that the Southeast Region has the five decorative stones and ceramics products with GI protection in Brazil and the only GI-protected footwear in the country. According to MAPA (2022), decorative stones and ceramics are protected by the following GIs: the Porto Ferreira IP; the Cachoeiro de Itapemirim IP; the Carijó Stone region in Rio de Janeiro DO; the Pedra Cinza region in Rio de Janeiro DO; the Pedra Madeira region in Rio de Janeiro DO. The Franca IP protects footwear. It is also important to highlight that the Southeast Region has the highest number of Brazilian coffees protected by GI. As mentioned earlier, coffee is the product with the most GI labels in the country, as seen in Figures 4 and 8. GI-protected coffees from the Southeast Region (9) represent approximately 69% of products of this kind with GIs in the country; the other 31% are in the North, the Northeast, and the South, each region with only one coffee protected by GI, as seen in Figures 5, 6 and 9. Figures 4 and 9 show that the South Region has all the wines and herbs protected by GI in the country, the only grain and cereal, and the only leather. It is also worth mentioning that wines are the stand-out products in this region, representing approximately 30% of the GIs registered there. Wine and the South Region of Brazil represent a milestone in the history of Brazilian GIs. The first national GI registered with the INPI was for a wine produced in this region. In addition, wine production in Brazil began in there. According to Tonietto and Falcade (2018), viticulture in Brazil gained socioeconomic importance starting from the production of wine, which began in 1875, in the Serra Gaúcha region, located in the state of Rio Grande do Sul. From 1980, other regions started to produce wine as well, and in 1996, legislation that



**Figure 9. GI-protected goods in the South Region of Brazil**

The first Brazilian GI (the Vale dos Vinhedos IP) was only registered in 2002, for fine sparkling and still wines produced in the Serra Gaúcha, where viticulture is a tradition. Given the positive results achieved with the Vale dos Vinhedos IP, demand for structuring GIs for other wines grew, initially in the same region. Starting from 2010, this demand reached other regions, like the Northeast Region of Brazil, where tropical wines are produced. Also according to Tonietto and Falcade, the IGs for wines already registered in Brazil have increased visibility of their respective territories and wines through production organization and favoring promotion and marketing protection. In addition, the GIs for wines also create mechanisms that highlight the material and immaterial values present in the wine territories that encourage wine tourism, enhance the viticultural landscape, and stimulate the preservation of the cultural heritage of Brazilian viticulture.

## CONCLUSION

It was possible to verify in this study that the overwhelming majority of Brazilian goods protected by GI are of the agrifood type, which represents 76% of the products with GIs in the country and the majority of products in all Brazilian regions. The national agrifood products with GI registrations are distributed into 15 product classes, highlighting the country's rich food diversity, as well as the great interest of Brazilians in using GI to value the production chain and the territory of these products. Most Brazilian agrifood products with GI registrations are coffees, with 12 products; followed by fruits, with ten products; wines, with eight products; and bee products, with seven. This study also verified that 24% of national goods and services with GIs are of the non-agrifood type, divided into seven different classes. These products and services are primarily handicrafts, with ten products protected by GI. Furthermore, the presence of non-agrifood products with GIs in all Brazilian regions was also noted, which reflects the diversity of these products in the country. Most non-agrifood products with GIs are found in the Southeast Region (nine products), followed by the Northeast Region, which has eight non-agrifood products and services, close to the number of agrifood products in this region (nine products)

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