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# The geographical indication and its socioeconomic and cultural impacts through the case study of the region of Corupá

The geographical indication and its socioeconomic and cultural impacts through the case study of the Corupá region

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### Summary

This article presents a brief history of Geographical Indication (GI) in various territories around the world, indicating the locations and periods that initiated their protection mechanisms for certain products. It reports how this process takes place in Brazil and how this movement of Geographical Indications (GI's) takes place in the State of Santa Catarina through the Cooperation Network. Finally, it presents the case study of the socioeconomic and cultural impacts of the GI Region of Corupá.

### Abstract

The present article lays a brief history of the indication of the source or Geographical Indication (GI) which occurs in several territories in the world, certifying locations and periods in which their protection mechanisms for certain products were initiated. It reports how this process takes place in Brazil and how this Geographical Indications (GI) movement takes place in the State of Santa Catarina through the Cooperation Network. It lastly presents the case study of the socioeconomic and cultural impacts of the GI Region of Corupá.



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## 1. Introduction

Throughout history, the concept of geographical indication (GI) developed naturally, when producers, traders and consumers realized that some products, originating from certain places, had particular qualities, attributable to their geographical origin. From this, they began to name them with the geographical name of origin, such as cheese originating in the Roquefort region, France, Parma ham, Italy, and Montes de Toledo olive oil, Spain. (VALENTE et al., 2012).

Cities sought to adopt mechanisms that would guarantee the origin of their products, revealing their quality in an intrinsic way. For this product, there were seals or symbols on the amphoras specific to each producing region, with the inscription of the name of the place and producer or respective symbols. Records from the 7th century BC prove that the Greeks already identified the best wines with their respective geographic names (GLASS and CASTRO, 2008). Subsequently, several other regions followed the same steps, creating protection mechanisms for their products in order to combat counterfeiting, valuing their characteristics and quality.

The protection of geographical indications has been established since the end of the 19th century by different agreements between countries. The World Trade Organization (WTO) made geographical indications autonomous and disciplined in the 1994 Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), which reached a basic definition for a significant number of countries. According to the World Intellectual Property Organization / World Intellectual Property Organization (OMPI/WIPO) IG means:

For the purposes of this agreement, geographical indications mean indications that identify a product as originating in the territory of a member, or a region or locality in that territory, in which a given quality, reputation or other characteristic of the product is essentially attributable to their geographical origin (MDIC, ADIPC, art. 22.1, p. 5).

Under the terms of the Portuguese Industrial Property Code (CPI) and considering the provisions of art. 305.º/1 and 2 of the CPI, in art. 2 of the Lisbon agreement on the protection of Denominations of Origin (DO) and their international registration, as well as the enshrined in art. 2 of said Regulation No. 2081/92, DO is understood to be the geographical name of a country, region or locality, or a traditional name (geographical or not), which is used in the market to designate or individualize a product originating in the geographic location that corresponds to the name used as a denomination and that brings together certain characteristics and typical qualities that are essentially or exclusively due to the geographical environment, including natural factors and human factors. (ALMEIDA, 2004, p. 4).

The delimited geographical area is the place of origin of the product, the place where the product is produced, processed and processed. The criteria for delimitation are not consensual; the natural element (the terroir) seems decisive (that is, the natural production conditions, linked to the physical geographical environment, such as the soil, subsoil, climate, sun exposure, etc., but also the human environment that uses certain technical processes and knows certain traditions), but the reality inherent to each delimitation results, so often, from the combination of other interests. Products originating in this delimited area must be typical products of that area and must have certain qualities and characteristics that are not found anywhere else. (ALMEIDA, 2004, p. 4).

We understand that the Indication of Provenance (IP) translates into a simple mention of the place where a product was produced, manufactured, extracted, etc. This is simple information that allows the consumer to know, for example, whether the product is of Portuguese or foreign origin [for example, Porto, Barcelona; Portuguese orange, made in Italy; “made in the (..)” or “do em (..)”]. The indication of origin can be made through an indirect indication, such as the reproduction of monuments or typical and well-known places of a country or a city, such as the Eiffel Tower, the flag of a State, the portrait of historical characters, etc. . The indication of origin must conform to reality (principle of truth), that is, the product to which it is applied must have been produced (manufactured, etc.) in the region corresponding to this indication, and this must not be misleading or create confusion about the origin of the product. (ALMEIDA, 2004, p. 5).

Within the framework of Community law, designations of origin are instruments at the service of the common agricultural policy in order to enhance the quality of products. But structural policy concerns are at stake: the aim is to promote progress in rural areas by improving farmers' incomes and settling the rural population in these areas. In this way, the designation of origin and geographical indication have been recognized as means of protecting traditional knowledge and folklore, that is, the culture of a people, protecting the producing region and its historical-cultural heritage (GIESBRECHT et al., 2011). This heritage must present specificities closely related to its production area, have a group of producers that is responsible for guaranteeing quality in the preparation of products and have a name of recognized notoriety (KAKUTA et al., 2006).

In Brazil, GI has been gaining recognition and strength both from consumers, who are increasingly interested in the quality of what they consume, and from producers. The State of Santa Catarina (SC) currently has three GI's and all of them are Denomination of Origin. Between meetings, research and technical evaluations that took place since the first IG in the State, partnerships were built and strengthened over time, creating a Cooperation Network.

This article is a case study developed in the municipality of Corupá , located north of SC and has the GI Region of Corupá . The type of research is applied, highlighting the innovations and the main socioeconomic and cultural impacts that occurred in the municipality through banana cultivation. Paola Rebollar (2019) mentions that “several rural families benefit from production in an environment with peculiarities of climate and relief, as well as local know-how. With new challenges and new hopes, the population of the Corupá Region continues to invest its energy in the production of bananas”.

### **Methodology**

This article is a case study developed with applied research, through data collection in the field through interviews with the Oral History technique and questions listed by the researcher himself. Continuing the study, in an exploratory way, visits were made to places of local memories, properties rural areas, collection of material made available on electronic sites, bibliographical sources and documentary research. Through this set of information, innovations and the main socioeconomic and cultural impacts that occurred in the municipality of Corupá through banana cultivation, where the Geographical Indication Region of Corupá is located , are highlighted .

### **The geographical indication in Brazil**

The Brazilian registration of GI was established by the Industrial Property Law nº 9,279, of May 14, 1996, in articles 176 to 182, aiming at the fulfillment of one of the international agreements that Brazil assumed within the scope of the WTO, the Trips agreement . This agreement classifies geographical indications into two important types, indication of origin (IP) and designation of origin (DO), giving INPI the power to establish the conditions for granting and registering geographical indications (INPI, 2013).

The National Institute of Industrial Property (INPI) as the body responsible for the registration and recognition of GI's in Brazil, includes in its activities, in addition to registration, the identification of potential objects of protection, aiming at the discovery and appreciation of Brazilian regional products , in addition to defining the conditions for granting GI's . The registration aims at greater visibility for the producing regions and greater recognition of the product, for its quality, as a competitive differential (GIESBRECHT et al., 2011).

The INPI established the conditions for the due registration of geographical indications through Resolution nº 75/2000, in which it also pointed out other legal requirements for the request for recognition, such as the existence of a body in the applicant entity, the Regulatory Council. This council will carry out its functions through the “Regulation of Geographical Indication”, having the obligation to manage, maintain and preserve the activities related to the GI in question (GLASS & CASTRO, 2008). Pursuant to Art. 5 of the resolution, associations, institutes and legal entities representing the legitimized community may apply for registration of GIs, as procedural substitutes, and it is also possible that a single producer or service provider is legitimized to request exclusive use of the geographic name, if established in the respective territory.

The GI registration application must contain a series of documents that aim to characterize the product, the production process, the indication area, as well as the control system for the use of the denomination in question. In addition, documents are required to prove the legitimacy of applicants and producers, and the payment of fees whose value depends on the type of GI intended (indication of origin or designation of origin) (VALENTE et al., 2012).

In Brazil, the first GI duly recognized by the INPI was Vale dos Vinhedos, on November 19, 2002, under the number IG200002, for red, white and sparkling wines, through indication of origin (INPI, 2013). (ALMEIDA et al., 2014).

Geographical indications have been gaining recognition and strength in Brazil. This recognition comes both from consumers, who are increasingly interested in the quality of what they consume, and from producers. Currently, there are already 73 Brazilian geographical indications registered in the country, of which 14 are Denomination of Origin (DO), equivalent to 18% and 59 are Indication of Origin (IP), which corresponds to 82% of the total GI 's ( DATA SEBRAE, 2020). According to the authors Glass and Castro (2008, p. 13), “factors such as Brazilian cultural diversity, its vast territory and its particularities support the assertion that there are countless national products with the potential to obtain a GI”.

### **Santa Catarina and the cooperation network**

The State of Santa Catarina (SC) currently has three GI's , all with Denomination of Origin. The first was requested by the Association of Grape and Wine Producers Goethe, having as products wines and sparkling wines from the municipalities of Urussanga, Pedras Grandes, Cocal do Sul, Morro da Fumaça, Treze

de Maio, Orleans , Nova Veneza and Içara, approved in February 14, 2012 and named Vales da Uva Goethe with registration number IG201009. The second GI is the Region of Corupá , registered under number BR412016000003-6 on August 28, 2018, required by the Association of Banana Growers of the Region of Corupá - ASBANCO, comprising the municipalities of Schroeder, Jaraguá do Sul, Corupá and São Bento do Sul and having as a product all banana varieties of the “Cavendish” subgroup, popularly known as Nanicão (DATA SEBRAE, 2020) .

The most recent DO was granted on March 3, 2020 for Serrano artisanal cheese, with registration number BR412017000006-3 called Campos de Cima da Serra da Federation of Associations of Serrano Artisan Cheese Producers of SC and RS. In the latter, a curious fact, as it involves two States in the same IG process. The IP Vinhos de Altitude and the DO's Region of São Joaquim, Planalto Sul Brasileiro and Planalto Norte Catarinense are still under evaluation (INPI, 2020).

Between meetings, research and technical evaluations that have taken place since the first IG in Santa Catarina, partnerships have been built and strengthened over time. From this context, the need arose to unite people and institutions committed to discussing alternatives and seeking solutions for regional and sustainable development based on the cultural, historical and territorial appreciation of the State of Santa Catarina. For this purpose, the creation of the “Network of Cooperation for Sustainable Development: Cultural Heritage and Geographical Indication” (REDE INDICAÇÃO GEOGRÁFICA, 2020) was established.

The demand for the construction of the Cooperation Network arose naturally, from the public of the first editions of the Santa Catarina Geographic Indication Workshop after realizing the need to facilitate and strengthen communication/dialogue between the various agents interested in promoting regional development, preserving and encourage traditional productions with the consequent fair appreciation and remuneration of producers and the communities in which they are inserted. As we know, it is extremely complex to bring together in the same environment, producers, researchers and municipal, state and federal public agents from different bodies, and this difficulty in communication generates waste of the few resources available with different agents carrying out actions in the same community, but with no objective. common and without the minimum of coordination, which reduces the results frustrating the community and the producers. Frank, open and uncompromising dialogue naturally leads to coordination of actions, bringing many benefits to society, researchers and development and support agencies. Intellectual property in all its aspects, and in the present case, especially through the geographical indication institute, provides the means for us to generate sustainable development for small and medium-sized producers and at the same time value and promote their culture and territory (GEOGRAPHIC INDICATION NETWORK , 2020) .

The Cooperation Network is an informal institution and has in its participants its greatest asset: the will to promote development that provides quality of life for the population, encourage the maintenance of traditional productions and promote the pride of the producer and community in general . With this purpose, 08 editions of the Santa Catarina Workshop on Geographical Indication and 07 Exhibitions of Traditional Products have already been held (REDE INDICAÇÃO GEOGRÁFICA, 2020).

Observing the international context, we learn that some countries, including Brazil, have only recently been realizing the many benefits that intellectual property



can bring and that nothing is built from the top down. Without listening to the wishes of those interested, no public policy brings lasting benefits. Successful experiences show this and we must have the humility to learn and adjust these experiences according to our reality. For example, the experience of DGAgri , from the European Union, which a few years ago changed the policy of “only subsidizing” small traditional agro-food productions to the policy of stimulating “quality” and the use of Geographical Indication, within the scope of Agricultural Policy Common (CAP), has been successful, generating, in addition to the economic appreciation of products, the appreciation of producers and communities, in addition to curbing “counterfeits”. It is an example that can be followed, as long as it is properly adapted (GEOGRAPHIC INDICATION NETWORK, 2020) .

Another event that moved and strengthened the Santa Catarina community that works with GI's was the II International Event on Geographical Indications and Collective Marks in 2016 in Florianópolis. The objective of this event was to promote and disseminate the concepts and experiences of Brazilian and international Geographical Indications and Collective Marks, in addition to generating direct and indirect business for the various links in the value chains involved (DATA SEBRAE, 2020).

### **The case of banana farming in the region of Corupá : its socioeconomic and cultural development**

In Santa Catarina, a banana producing area stands out for producing a fruit with a characteristic flavor and aroma, inserted in the context of family farming and German colonization: the Region of Corupá . This region extends over four municipalities: São Bento do Sul, Corupá , Jaraguá do Sul and Schroeder, located in the Itapocu River Valley and are part of the tourist route called Caminho dos Príncipes (REBOLLAR, 2016).

Corupá is located in the north of the State of SC and was founded on July 7, 1897, initially under the name of Hansa Humboldt, colonized by Italian, Austrian, Swiss, Polish and mainly German immigrants. According to the IBGE, its territorial area is 405.761 km<sup>2</sup> (2019), the population is estimated at 16,107 people (2020) and has an IDHM of 0.780 (2010).

It is possible to say that from 1897 onwards, banana farming began to develop in the Corupá Region , cultivated in areas with greater slopes and rockiness , where other agricultural crops were unable to develop. At that time, it already reached a higher productivity than local consumption was capable of absorbing (KORMANN, 1985; SILVA, 1975).

To avoid wasting the fruit, some producers in Corupá started producing “raisin bananas” in the early years of colonization. Dehydration is a low-cost food preservation technique that consists of removing water by raising the temperature. Without water, the development of microorganisms that spoil the fruit is reduced. The end result is a dehydrated fruit, without preservatives, without added sugar that preserves several minerals such as potassium (KORMANN, 1985; SILVA, 1975).

In 1913, the construction of the São Francisco do Sul – Rio Negro branch railroad was completed, and from then on, banana production began to be marketed outside the Corupá region, as the transport of bulky and heavy bunches became possible in towards the cities in the interior of Santa Catarina and towards the port of São Francisco do Sul, where it headed to Rio de Janeiro, Montevideo and Buenos Aires. (FICKER, 1973; ANTF, 2015; STULZER, 1973).

In 1914, Mr. Herman Borchardt and Mr. Arthur Meyer founded a green banana flour factory to manufacture bread and feed for cattle, where they also manufactured “banana raisins”. The factory was sold to Mr. Alfredo Lange which is still operating in the same building to the present day. (BORCHARDT, 2015).

From 1926, bananas became the main economic product of Corupá (BARBOSA, 1983). Mr. Reinaldo Stelter says that “in 1927, there were already formed banana plantations that still produce today”. When the train pulled over, traders would notify the producers, the green bunches were cut, packed in carts pulled by horses and taken to the Cargo Station. Transport required effort. “Banana growers agreed to carry loads of bananas on carts at the same time so that if any cart got stuck, everyone could help. After all this work, they unloaded at the station and then it was a party” remembers Mr. Arthur Gesser . In addition to the need for animal traction, the internal roads that connected the different neighborhoods were precarious, especially in times of rain.

According to the report presented to the Exmo. President of the Republic, in 1938 bananas were already the most produced fruit in Santa Catarina, totaling 4,253,943 kg, followed by grapes with 333,527 kg (SC, 1939).

In the 1940s and 1950s, the Brazilian government began to invest in expanding the road network. Faced with this situation, some local traders started transporting bananas by road to different regions of Santa Catarina, Paraná and Rio Grande do Sul. Producer Aldo Sell points out that “buyers came to pick up the bananas on the property with the truck, weighed them on the scales and carried them away in bunches. The banana was very injured, it came from the field, went to the ranch, put it on the scales and went to the truck”. Even in this scenario, banana farming continued to develop (REBOLLAR, 2016). According to data published by the Anuário Estatístico do Brasil — 1955 (ed. of the Brazilian Institute of Geography and Statistics), in 1954, Santa Catarina produced 8,979,000 bunches, while the states of Paraná produced 5,243,000 and Rio Grande do Sul with 3,525,000 (ARAÚJO FILHO, 1957).

One of the innovations that emerged in the 1970s was the installation of air conditioning units by some merchants. These acclimatizers consisted of greenhouses where the fruit matured quickly through temperature maintenance and the use of induction by alcohol or carbide stones . The first greenhouse was installed in 1976 by Haroldo Kuhl and Adelino Hauffe near Sociedade Canto e Esporte Guarani. In 1980, Antonio Vicente Tureck installed another air conditioner on Estrada do Rio Novo (REBOLLAR, 2016).

Also in the 1970s, the office of the Association of Credit and Rural Assistance of the State of Santa Catarina - Acaresc was set up in Corupá , whose rural extension work in banana farming caused enormous impacts, both in the adoption of practices to control diseases and pests, and in the use of fertilizers and soil amendments, and the definitive introduction of commercial plantations with correct spacing, abandonment of the old system of clumps for the adoption of cultivation by families (mother, daughter and granddaughter banana), in addition to new varieties to replace the old “nanica banana”, which caused an increase in productivity from 7 to 15 to 20 tons per hectare, and the end of crop concentration (LIVRAMENTO, 2019). It is important to point out that in this period Corupá had 8,357 inhabitants, of which 4,932 people lived in the rural area, 2,562 men and 2,370 women (IBGE, 1971).

In the 1980s, the first packaging houses appeared on rural properties, as the sale of bananas in bunches started to be done in wooden boxes, where the bunches

were packed, aiming to improve the quality of the products. Thus, dropping the bunches, washing the bunches in a tank with water, assembling the wooden boxes and packing the fruit in these boxes made it possible for the fruit to reach more distant markets, reached at the time of the railroad, including again Argentina and Uruguay ( REBOLLAR, 2016).

As a result of the new dynamics that the activity generated in the municipality, on July 30, 1994, the minutes of the founding of the Association of Banana Growers of Corupá – Asbanco were signed . The initial objective was to improve the profitability of the producers with the sale of the fruit, which suffered from the low prices paid by the so-called “middlemen”, who transported the fruit, taking it from the producer to the market. Later, the association also started to provide activities such as technical assistance, collective purchases and promotion of cultural activities involving banana farming in the municipality (LORENA, 2020).

According to the Annual Work Report of the Research and Rural Extension Company of Santa Catarina – Epagri, from the year 2000 of the Regional Management of Joinville responsible for the municipality of Corupá , “monoculture is practiced, being based on banana cultivation, approximately 4500 there are with an average productivity of 28 t/ha/year. We would then have: 4500 ha x 28t x BRL 80.00 t = BRL 10,080,000.00. The price of R\$ 80.00/ ton is an average value, as we know that some obtain a price higher than this”. George Livramento (2020), agronomist at Epagri, comments “banana farming in 2000 had reasonable losses in the periods from March to May with droughts. In the months of July and August, losses came from approximately 10 frosts in a row, but even so with these adversities, the producers were able to pay off their bank financing”.

On December 11, 2002, through Law N° 12,472, the municipality won the title of Banana Capital of Santa Catarina. In 2012, Banana Day was decreed, to be celebrated annually on August 21, through Municipal Law No. 2078/12. In 2016, the City Hall officially declared that banana farming presents a relevant socio-economic contribution to the municipality, pointing out that in the previous year, that is, in 2015, the economic turnover generated by the fruit was 40 million reais, being the main municipal agricultural product. , generating 2000 direct and 900 indirect jobs (ASBANCO, 2016). It is noteworthy that banana farming is developed through family farming, where more than 600 families make their living from the activity, producing in about 5500 hectares of land, where approximately 9 million banana trees are cultivated (REBOLLAR, 2016).

Over time, the range of by-products derived from banana farming has expanded considerably and today it is also possible to count on jellies, banana ketchup, banana chips, biomass and flour from the biomass of green bananas, from whichucas, cakes are also produced. , breads and other items. (REBOLLAR, 2016). With the extraction of banana fiber, it began to be sold and used for the manufacture of various handcrafted items, such as flowers, decorative objects, furniture and biojewelry (LORENA, 2020).

In 2006, two important intuitions related to banana farming were founded: Associação MUSAS do Izabel Alto and Cooperativa da Agricultura Familiar Rio Novo – Cooper Rio Novo. The MUSAS were born with the purpose of bringing together women farmers, working on self-esteem and creating a business identity to market handicrafts made with banana fiber, an abundant raw material in our municipality, in addition to female empowerment and the relationship with sustainability . Since 2017, the artisans have been producing the nativity scene from banana tree fiber,



installed in the central square of the municipality, which has become a Christmas attraction. And in 2018, the Easter decoration was also produced, following the same purpose (LORENA, 2020).

Cooper Rio Novo, the first cooperative of family farmers, banana growers, in the Rio Novo neighborhood, involves twenty-seven families who work together from planting to marketing so that their product reaches the consumer directly. Of Cooper Rio Novo's membership, made up of forty-seven associates, 34% are under the age of thirty, meeting the objective of ensuring that young people remain in the agricultural activity. Recently, this cooperative invested in a new technology that makes it possible to track the origin of the banana, using a two-dimensional barcode (QR - Quik Response), safe and inviolable. As per Mr. Valmor Farias, president of the Cooperative “the consumer deserves to receive a quality product and to know who produced it and where it came from, identifying its origin as the Banana Capital of Santa Catarina, in the Corupá Region, is even better” . (REBOLLAR, 2016).

For all this history of tradition and link with banana farming, it was in Corupá that the process of valuing the sweetness of bananas as the main attribute of the fruit began. The beginning of this trajectory took place in 2006, when the XVII International Meeting of the Association for Cooperation in Research and Integral Development of Musaceae (Bananas and Plátanos) (ACORBAT) took place in Joinville/SC. This international event allowed Asbanco , together with the EPAGRI partnership, to promote Corupá , visits by international researchers, experts in banana growing. On this visit, Costa Rican Moisés Soto highlighted the distinctive flavor characteristic of the banana produced in Corupá , stating that this should be the main highlight for the fruit (ASBANCO, 2016).

As a way of starting the marketing work for the sweetness of the Corupá banana , the symbol that had been created in 2006 was retaken, whose slogan was “Banana de Corupá , Pode Confiar”. This initial campaign was intended to demystify the problem of Sigatoka Negra , a leaf disease that had caused a crisis in banana cultivation in Santa Catarina. Later, in 2008, thinking of highlighting the sweetness of the banana, this symbol was adapted and then started to be publicized as “ Bananico ”, a friendly banana-shaped doll, with the phrase “Banana de Corupá , Sweet by Nature” (SILVA , 2016).

In 2014, the study process began for the search for the Geographical Indication (GI), for the Denomination of Origin (DO) for Bananas from the Corupá Region , as the sweetest in Brazil, a designation referring to the fruit of the Cavendish subgroup ( nanicão ), a species that, according to Asbanco , makes up about 80% of the fruit production in Corupá . Partners in the study process were the Federal University of Santa Catarina (UFSC), the Research and Rural Extension Company of Santa Catarina (EPAGRI), the Brazilian Micro and Small Business Support Service in Santa Catarina (SEBRAE) and the Federal Institute of Santa Catarina (IFSC) (LIMA; AREAS, 2019).

After carrying out the studies and discovering that the differential of the fruit also extended to neighboring municipalities, their respective associations entered as internal partners, acting in the movement of people. The Association of Banana Growers of Jaraguá do Sul (ABAJAS), the Association of Banana Growers of Schroeder (ABS) and the Association of Rural Producers of São Bento do Sul (APROSUL), joined Asbanco in carrying out the work, as can be seen in the minutes of the aforementioned associations, which are included in the process dossier, and

make clear the intention to support and unite in the search for the DO (ASBANCO, 2016).

As external partners, those who started to support and carry out occasional actions in the process, but without assuming a structuring position, can be mentioned. In this sense, mention is made of the municipal governments of the four municipalities in the region, the government of Santa Catarina, the Ministry of Agriculture and two other universities, namely the University of the Region of Joinville (UNIVILLE) and the Sociedade Educacional de Santa Catarina University ( UniSociesc ), Jaraguá do Sul campus (ASBANCO, 2016).

While the Geographical Indication process for the sweetest banana in Brazil was being evaluated, the relevance of bananas from the Corupá Region was so great in the national and international banana growing scenario that, in August 2015, the municipality hosted the III Latin American Congress and the Caribbean of Bananas and Plátanos, promoted by the Network of Latin America and the Caribbean for the Research and Development of Bananas (MUSALAC) and organized by EMBRAPA - Empresa Brasileira de Pesquisa Agropecuária in partnership with Asbanco . This international event had never happened in Brazil before. The central objective of the congress was to bring together producers, professionals in the field and researchers from different countries to discuss specific issues of banana cultivation in subtropical climates. This edition was attended by 318 congressmen who came to admire the productive organization and quality of the fruits of the region of Corupá (REBOLLAR, 2016).

As published in the Industrial Property Magazine (RPI) nº 2486 , the Corupá Region registration was granted on August 28, 2018 with the number BR412016000003-6 for the Association of Banana Growers of the Corupá Region , comprising the municipalities of Schroeder, Jaraguá do Sul, Corupá and São Bento do Sul (INPI). Bananas from Corupá are included in the DO category, because during these studies that were carried out in the region, based on the technical-scientific dossier organized by Professor Doctor Aparecido Lima da Silva, it was identified that the climatic and relief characteristics were responsible for the flavor differentiated from the fruit, which takes longer to develop and ends up accumulating more potassium, making it sweeter (LORENA, 2020).

In Corupá , banana farming already drives the economy and culture, and can be considered a symbol of the municipality. Both the production of the fruit and the by-products of the banana boost the income of the population, directly or indirectly. In addition, the activities developed by Asbanco are also important in this process, by strengthening the associations and cultural identity of the producers, characteristics that are important for the success of the GIs (LORENA, 2020).

According to Gisleini Moraski Martins (2019), owner of the company Indústria Langer Ltda, a pioneer in “banana raisins”, “we are already feeling the recognition of people by IG, people saw the disclosure and know the history of IG, we feel a lot of difference in the treatment that people are giving to the banana in the Corupá Region , for us it is a pride to be pioneers in this branch and to be part of this tradition.”

Lima and Areas (2019) point out that banana farming brings economic significance to Corupá and neighboring municipalities, enabling the construction of a territory aimed at safeguarding and valuing the agro-food cultural heritage, local development and the emergence of new productive arrangements.

After 12 years of foundation, it is possible to perceive the growth of Cooper Rio Novo: “today, in addition to the cooperative families, the institution has 06 employees and from 2018, we started selling derivatives with green banana biomass such as bread and cookies for schools, supermarkets and health food stores. The first sale of these derivatives to schools in the municipal education network took place in March 2018 in our municipality, which makes us proud. And motivated, because we currently serve 05 more municipalities: São Bento do Sul, Jaraguá do Sul, Araquari, Barra do Sul and Joinville. We also have a contract signed with Guaramirim and Blumenau, but due to the covid \_ 19 pandemic we are not yet delivering. For all this demand, we need 3,000kg of biomass/month. (FARIAS, 2020).

Among the repercussions that the GI can bring in the geographic area , the following stand out: the improvement in the production process, the satisfaction of the producer when seeing his product valued and his greater participation in the commercialization cycle, the qualitative improvement of the products, the protection of the characteristics of the product as a heritage of each region and the development of parallel activities, such as tourism (PELLIN, 2019).

Mr. Álvaro Denk (2015), driver, producer and resident of Guarajuva , comments that “in 1982 we had the first Banana Festival here on my property and it was recorded by Campo e Lavoura da Globo. It was a field day and a presentation of everything that was made with bananas, such as sweets and such... it was sponsored by the city hall, councilors and among the residents of the region. And if you go to any square, from here to Argentina and talk about bananas from Corupá , people think of good fruit, with quality, and that is a joy”.

Another thematic party appeared in 2002 with a name of German origin, “ Bananenfest ”, translated as “Banana Festival”, conceived and organized by the Rotary Club of Corupá . The party's logo is registered with the INPI under no. 825980453 and 10 editions were held at the Sacred Heart of Jesus Seminar (ROTARY, 2020). According to the local Rotary secretary, Ms. Lara Romanovicz , “holding events and cultural manifestations are means of making oneself known, and rescuing what a people has built throughout its history. It is a moment of fraternization and promotion of everything that constitutes and moves us as citizens”.

The city's anniversary is usually celebrated with cultural and sports activities, but in 2017 the Municipality of Corupá offered the community a banana bowl 120 meters long and weighing almost half a ton. The cuca was made to celebrate the 120 years of the city. This traditional food was served to more than seven thousand people who attended the anniversary commemorative parade. The cuca broke a record and at the time, was elected the largest in Brazil. The record was validated by RankBrasil – Recordes Brasileiros and the two inspectors accompanied the making of the cuca until assembly. Among the requirements are the fidelity to the original cuca recipe, the taste of the sweet, the assembly, the linear measure and in square meters and the weight. The municipal mayor, João Carlos Gottardi , says: “Nothing better than offering the population a banana cuca that represents Corupá very well , which is the Banana Capital of Santa Catarina and has the sweetest banana GI in Brazil. of our population are of German descent and cuca is among the most popular sweets here”.

Lima and Areas (2019) also point out that the “Sweetest Banana in Brazil” aims to contribute to the economic growth of Corupá , presenting the possibility of

relating agricultural production to new relationships such as tourism in the municipality, since some activities carried out in the territory corupaense converge directly with banana farming, an example is the Festa do Dia da Banana, celebrated annually in the municipality, on August 21st.

The 2018 Banana Day Party program, organized by Asbanco , involved the month of August with various activities, such as: lectures in municipal schools, parade of machines and entities, choice of banana muses, exhibitions, fair crafts and by-products, competition for the best banana cake, cultural presentations and the gastronomic festival, whose aim was to encourage restaurants and snack bars to create banana-based dishes, such as banana gnocchi. The Restaurante e Choperia Castro, opened in 2019 in the central square, now offers the snack “x banana with bacon” on its menu, consisting of a hamburger with banana ketchup, accompanied by banana chips, also produced in the municipality. (LORENA, 2020).

that stands out in the municipality's calendar, for Lima and Areas (2019) is the Bananalama , held annually since 2004 . banana groves. The presence of bananas and derivative products is another attraction for those who visit the municipality during the meeting, which usually takes place in July, bringing in local trade.

Knowing the importance of safeguarding and preserving memory, the Instituto Catarina Brasilis – ICB, opened the Banana Museum, registered in the minutes on August 21, 2019, with the ICB as its creator and legal guardian. The museum is in the creation phase, comprising the conceptual, legal and elaboration stage of the visual identity (ICB, 2020). In addition to this cultural and tourist equipment, still in 2019, through the public notice Elisabete Anderle of the Fundação Catarinense de Cultura, the project Mapping of Artistic and Culinary Knowledge and Practices of Banana de Corupá was awarded, with the objective of mapping the knowledge and artistic practices with banana fiber and in cooking, knowing which products derived from bananas and recipes with the fruit are passed down from generation to generation (CULTURA SC, 2019).

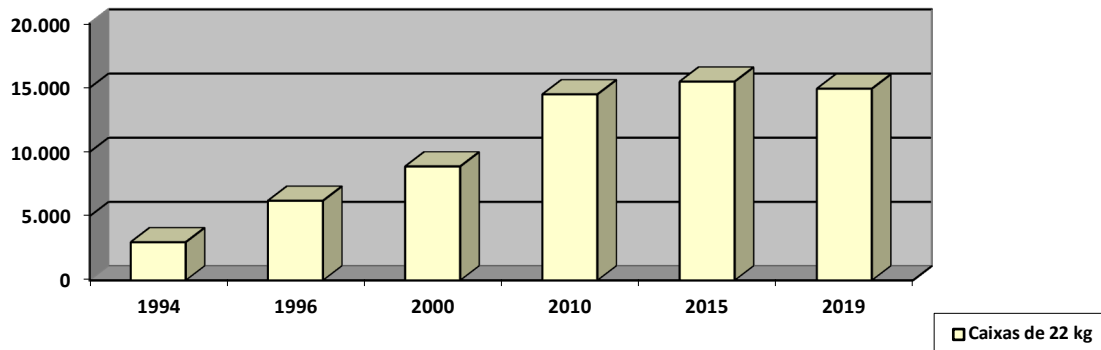
Cultural identity contributes to reinforce the recognition of the cultural heritage of these localities, which is necessary for the success of the GI's , since the search for regional development implies the exercise of reflecting on the relevance of the cultural heritage of the communities, without allowing a symbolic emptying of said heritage (NEU; AREAS, 2015).

It is also worth mentioning some actions developed in Corupá that help to promote banana farming and consequently in the GI process. In this sense, mention should be made of the ten banana-shaped trash cans that were installed in the municipality in 2010, as a result of a partnership between the city hall and a company from Corupa . In 2019, after the DO process, Corupá received lamps in the shape of a banana and a banana leaf in one of its main streets, Roberto Seidel , as a way of honoring the activity, which is also an initiative of the city hall municipal (LORENA, 2020).

There are several rural families that benefit from production in an environment with peculiarities of climate and relief, as well as local know-how. With new challenges and new hopes, the population of the Corupá Region continues to invest its energy in the production of bananas. The banana groves stretch along the slopes of the mountains, revealing to everyone the work and ingenuity of generations who spent there planting and harvesting the banana, which is sweet by nature (REBOLLAR, 2019).

The producer, Mr. Huh Siewert (2020) comments that his father had been producing bananas since 1958 and he continued this work. He also reports that “it was in the 1980s that they started getting closer to technicians from Epagri and later to those from Asbanco . From then on, we started to introduce management techniques and improvements, as well as innovations in banana growing, always thinking about improving the quality of the fruit”. His wife, Mrs. Hiltraud , presents a management report where it is possible to verify how many boxes of bananas have been sold since 1994, as well as the expenses and investments obtained in the area.

**Graph 1** – Sale of bananas in 22kg boxes



Source: Hiltraud Siewert (2020).

In Corupá , the fixation of men in the countryside and the appreciation of the environment is reflected in the permanence of young people in banana farming, strengthening family farming. It is common to visit banana growers and in their daily activities to have the presence of 3 to 4 generations. Jonatan Rafael Poerner , 21 years old, grandson and son of a banana grower, comments on his motivation to remain in the agricultural area: “I always really enjoyed being in the field. It's something we can't explain, only those who feel it know, simply a passion. Today as an Agricultural Technician and graduating in Agronomy, I see myself with an even greater responsibility for agriculture, to pass on all my knowledge to producers”.

According to Epagri/Cepa (2019), in 2017 Santa Catarina produced 732.2 thousand tons of bananas, 85% from the Cavendish group, 15% from the silver or silver banana group, among others. The state production of the fruit had 3,180 banana growers, with a total harvested area of 28,023.6 hectares. The total gross production value (VBP) is estimated at R\$ 297.9 million. In the composition of the VBP, 76.61% were generated from the production of banana caturra and 23.39% from banana- prata. The main producing mesoregion is the North of Santa Catarina, which was responsible for 50.48% of fruit production, with more than 369.6 thousand tons in 12,544 hectares of harvested area. In this, the Joinville microregion, which includes the municipality of Corupá , harvested 12,010 hectares, with a production of 349.7 thousand tons.

Thus, referring to banana farming in Corupá , it is clear that family farming is a contributor to the development of collective memories, since when they work together, on a daily basis, these people, belonging to the same group, sometimes formed by different generations , are acquiring memories, which may later evoke memories of others, even if under different perceptions (LORENA, 2020).

## Conclusion



With the registration of the GI Region of Corupá in the DO species, it is affirmed that the banana from this locality has a unique quality due to its natural resources combined with know-how, differences that are recognized by the community and highlighted on the national scene. The agronomist engineer from Asbanco and Corupá City Hall , Mr. Lucas Trevisan comments that “despite the production difficulties, banana cultivation in this region becomes favorable, according to the agroclimatic zoning indicated by the Ministry of Agriculture and is characterized as a century-old activity in the municipality. Over time, new techniques were adapted to the type of soil, climate and relief, characteristics that are peculiar to Corupá ”.

Observing the cultural history, technical information and data presented in this article, it is possible to perceive the constant socioeconomic development of the Corupá Region through community involvement, with examples of associativism, cooperativism as well as the emergence of micro-enterprises, industrializing products derived from the fruit. The appreciation of memories and strengthening of tourism is strengthened by local cuisine, maintenance of theme parties and opening of cultural facilities. Another aspect presented is the structuring of family farming with the permanence of young people in the daily work of banana cultivation and production. In addition, there is scientific interest in the development of research at national and international universities, and public bodies such as Epagri and Embrapa, which constantly present innovative techniques to producers without losing the origin and improving the quality of the fruit.

### **Future perspectives**

The process of construction, registration and implementation of the GI increased the self-esteem of the producers, as well as their recognition in urban society. The holding of several lectures and the insertion of digital publications projected the product “Banana Mais Doce” at a national level, allowing its recognition as an important regional brand to be worked on. This legacy now begins with the implementation of mechanisms that allow the trade of fruit and its derivatives with the distinctive seal (EPAGRI, 2020).

The concept of sustainability is gradually being incorporated, and with it the notion of sustainable rural development comes to meet a new structure, making the rural more dynamic, capable of maintaining and attracting population, generating income and employment (agricultural and non-agricultural). ), and thus the rural environment is no longer understood as an exclusive space for agricultural activities, specific to the supply of food and raw materials, but as a new space with different socioeconomic, cultural and environmental interrelationships with articulations both local and global (BARROS, SD, p. 3). This consideration can be envisaged for the coming years in the Corupá Region , with community participation and all the responsibility for continuity and socioeconomic strengthening that a GI brings from the moment of its approval.

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