

INTRODUCING THE YOUTH 4 RIGHTS INFOBRIEF

The Youth 4 Rights Infobrief, published by the Global Landscapes Forum (GLF) and the Youth in Landscapes Initiative, is the first such publication highlighting youth leadership on rights. It is meant to put a spotlight on some of the remarkable work being done by young people around the world on land tenure, community rights, gender equality, on the intersection of traditional knowledge and development, and many other topics related to rights and landscapes.

This edition will focus on a project that addresses diverse dimensions of rights and sustainable development.

PhD candidate Federico Andreotti's research aims to create mechanisms to help farmers in Peru take ownership over the agricultural genetic resources that are the foundation of their livelihoods. This outstanding young researcher will discuss his background, his project and how it might be upscaled, as well as challenges that he has faced. You will also find his tips for other young people who feel inspired to develop their own projects.

This story is only the beginning of a Youth4Rights infobrief series, which will feature the work of other aspiring youth leaders.

THE DRIVERS OF CO-CONSTRUCTING COLLECTIVE TRADEMARKS TO RECOGNIZE AND PROMOTE NEGLECTED CROPS IN THE GLOBAL MARKET

I'm Federico Andreotti, PhD candidate at Wageningen University & Research in Agroecology studying the process of co-constructing a collective governance instrument to recognize and promote neglected crops in the global market. During my childhood, I lived in a rural village near Lake Como in Italy. My family had a garden where at the age of six, I created a little vegetable area. I really enjoyed seeing the plants grow and collecting the vegetables at the end of the season. From this experience, I realized the beauty of cooperation between humans and nature, and the importance of preserving this relationship with respect and love. I started my first independent research project as a BSc student, and I have since been highly motivated to go the extra mile in every project I have worked on. These have always involved plants and humans and is exemplified in the successful projects I have managed in Italy, Portugal, France, China,



Nicaragua, and Peru. Agriculture and its many facets has always intrigued me; in particular, smallholder farmers' communities. I have been eager to learn about every aspect of this. As a result, I now have a multi-disciplinary background within the field of agriculture with a strong emphasis on participatory research, valorising farmers' knowledge and practices.

Project outline

The geographic area of the project

Region of Puno, Peru

Year of Development/Duration

First-year PhD project

Target people

Quinoa smallholder farmers, producers

Main theme

Neglected crops, traditional knowledge, collective governance, participatory research, agroecology

Organization

Wageningen University & Research - CIRAD

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Project Description: In my PhD project at Wageningen University & Research and CIRAD, I'm studying the process of developing collective governance strategies for farmers to protect their knowledge, practices and biocultural diversity related to neglected and under-utilized species (NUS). Although NUS have a great potential for fighting poverty, hunger and malnutrition, no global market instruments clearly recognize or promote these species.

One of the most commercialized NUS is quinoa (*Chenopodium quinoa* Willd.). Its potential was promoted during the International Year of Quinoa in 2013 (IYQ-2013) by the United Nations. However, the Year did not cover concrete aspects of the worldwide diffusion of quinoa as seed, such as property rights, commercial interests and unbalanced competition between farmers from the Andes and farmers from North America and Europe. Documenting the ancestral role of Andean farmers and co-constructing a collective governance instrument as collective trademark (CT) can help attain recognition for Andean farmers' quinoa.

CT is a participatory label used to defend property rights over production and trade in farm products and to recognize their anteriority for international markets. In the case study region of Puno in Peru, farmers are preserving the highest quinoa diversity hotspot in the world. I will work with farmers in different villages, which represent the diversity of farming in the Andes. I will

use participatory research that involves farmers directly in envisioning desirable futures with quinoa rights and market recognition. Moreover, for developing an Andean CT for quinoa, I will draw on participatory games and agent-based models to explore the gap between farmers and producers in the major quinoa Andean states.

Upscaling possibilities: Quinoa is the first NUS which experienced a boom in the last 10 years, mainly in Peru and Bolivia. In the region of Puno of the Altiplano, Peru, farmers used their traditional knowledge and practices to adapt quinoa to their perception and resistance to climate change, shaping a traditional landscape called aynokas. These landscapes are recognized by the United Nations as Globally Important Agricultural Heritage Systems (GIAHS), valorizing these ancestral systems of cultivation. Millennium-old experiences and selection have led to the domestication of various endemic species like quinoa. Today, Andean farmers face the worldwide diffusion and adaptation of quinoa species to temperate climates. However, Andean farmers are not powerless in the face of these changes as many are achieving food security and farm diversification.

With other NUS plants like fonio, amaranth and teff all experiencing a comparable boom, this study provides valuable insights as to how the traditional knowledge and practices of ancestral producers can be recognized and promoted in global markets.

Challenges: The main challenge to my project is ensuring the active participation and collaboration of farmers and institutions in recognizing seeds, rights and traditional practices for cultivating quinoa. Exploring the process of co-constructing a CT to recognize and promote NUS in the global market is a worldwide challenge that can mitigate crops that already had a market boom; and it can prevent future NUS diffusion and adaptation in Europe and North America with unregulated market competition. Developing a future common governance to recognize and promote NUS is possible. We are exploring future scenarios at the Andean scale, including representatives from the five major quinoa producers: Peru, Bolivia, Chile, Ecuador and Argentina.

What is your tip for young people developing their own project?

It doesn't matter what your project - whether you are a researcher or an NGO - the most effective way to run your own project with farmers is to take the time to work with them, listening and remaining open to their ideas and hopes for their future.

Global Landscapes Forum

The Global Landscapes Forum (GLF) is the world's largest knowledge-led platform on integrated land use, dedicated to achieving the Sustainable Development Goals and Paris Climate Agreement. The Forum takes a holistic approach to create sustainable landscapes that are productive, prosperous, equitable and resilient and considers five cohesive themes of food and livelihood initiatives, landscape restoration, rights, finance and measuring progress. It is led by the Center for International Forestry Research (CIFOR), in collaboration with its co-founders UN Environment and the World Bank and Charter Members.

Charter Members: CIRAD, CIFOR, Climate Focus, Conservation International, Ecoagriculture Partners, EFI, Evergreen Agriculture, FSC, GEF, IPMG, CIAT, ICIMOD, IFOAM - Organics International, INBAR, IUFRO, Rainforest Alliance, Rare, RRI, UN Environment, Wageningen Centre for Development Innovation, part of Wageningen Research, World Agroforestry, WRI, WWF Germany, Youth in Landscapes Initiative, World Bank Group

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