**Trend in Brazil’s Cocoa Industry: GI Labels**

**巴西可可产业发展趋势:地理标识**

Brazilian cocoa growers are learning lessons from French wine makers.

巴西可可种植者正在向法国葡萄酒生产商学习发展之道。

Like producers of wine from France's Champagne area, Brazil's chocolate industry is using geographical indication, or GI labels with good results. These labels show where the cocoa comes from and its quality. The special labels can lead to higher prices on the market.

巴西巧克力产业效仿法国香槟地区的葡萄酒生产商利用地理标识（即GI标签）发展产业并获益颇丰。地理标识会展示可可的产地及质感。这种特殊标识能够有效增加可可的市场价值。

Henrique Almeida is the 63-year-old owner of a farm in Coaraci, in the northeastern Brazilian state of Bahia. He is pleased with the "South Bahia" geographical indication for his cocoa.

时年63岁的恩里克·阿尔梅达，在巴西东北部巴伊亚州的阿特拉基拥有一座农场。他很满意自己种的可可能够贴上“南巴伊亚”地理标识标签。

"The production of fine cocoa and the creation of the geographical indication label make it possible to have a profitable business and pull our region upwards," Almeida said.

阿尔梅达说：“优质可可的出产和地理标识标签的创建，使我们的可可产业利润颇丰，还提升了我们这里的市场竞争力。“

For many years, farmers in Bahia had produced common cocoa, used widely in the chocolate industry.

多年来，巴伊亚州的农民一直致力于生产普通的可可。这些可可被广泛用于巧克力制造业。

But in 1989, an outbreak of "witches' broom" disease sharply reduced the productivity of Bahia's cocoa trees. These trees make up to 86 percent of Brazil's national crop.

但是在1989年，一场“鬼帚病”的爆发大大降低了巴伊亚州可可树的产量。而这些树的可可产量占巴西总作物产量的86%。

At the time, Almeida, like other producers in southern Bahia, chose to improve the quality of his crop in order to be able to continue growing.

当时，为了能够继续种植可可，阿尔梅达和巴伊亚州南部的其他种植者们选择了提高可可的质量。

"When I bought the farm, standard cocoa prices were low, and cocoa farmers were unmotivated, while the chocolate market was doing well," he told the French news agency AFP. "I started growing fine cocoa to make my own chocolate and add value to my product."

他对法新社说:“我买下这个农场的时候，普通可可的价格很低，而且当时可可农也没有生产积极性，而巧克力的市场却很好。于是我便开始种植优质可可，通过自己生产巧克力，来为产品增值。”

The label is the result of 10 years of work by Almeida and other cocoa producers, as well as cooperatives and researchers. Together, they created the South Bahia Cocoa Association to define production rules. The National Institute of Industrial Property registered the GI in 2018 to make the label official.

现今可可业的地理标识是阿尔梅达和其他可可生产商、合作社和研究人员努力10年的成果。

他们一起创建了南巴伊亚州可可协会来制定产业规则。2018年，巴西国家工业产权研究所注册了“地理标识“，使地理标识正式通过官方亮相。

The "South Bahia" label is the second GI given to Brazilian cocoa. The Linhares region in the state of Espirito Santo was the first GI to be registered in 2012. Tome-Acu in the northeastern state of Pará became the third in 2019.

“南巴伊亚”标签是巴西可可获得的第二个地理标识。圣埃斯皮里图州的林哈尔地区于2012年注册了第一个地理标识。东北部帕拉州的Tome-Acu于2019年获得了第三个地理标识。

I'm John Russell.

约翰·拉塞尔报道。

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