

Geographical Indications and Feni ~ A Stakeholder Meeting

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Hotel Majestic, Porvorim, Goa

GROUP B: REGULATING QUALITY AND MARKETING *FENI*

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QUESTIONS TO BE ADDRESSED

- What are the distinguishing features which make *caju Feni* the genuine product? How should inspection and certifying systems ensure that these features continue to exist? Should there be tests for quality – and if so, at what stage of the production process? Will this standardisation of *Feni* through certification be a beneficial?
- Who should be the certifying agency and what role should be played by the Association and/or the government in this process?
- What are the main markets for *Feni* – and how can these and new ones be developed? Should there be different marketing strategies and brands for the different market segments (such as local Goan consumer, tourists who visit Goa, national market, and global market)? Are there further possibilities of product differentiation in *Feni*, such as single batch, blends, and flavoured *Feni*?
- Is there a global market for *Feni* – and if so, what marketing strategies should be adopted to develop this market?
- What are the key features of local consumption of *Feni* – and how will GI-protection and certification help/hinder this market segment? Will the local *Feni* drinker be interested in a standardised and certified bottle of *Feni*?
- Who should take responsibility for branding and marketing *Feni*, the Association, the Government (of Goa), or individual bottlers and companies?