

# OSTROM WORKSHOP RESEARCH SERIES

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“Creating Local Quinoas for a Global Marketplace:  
Geographic Indications, Collective Actions, and the  
Symbolic Commons in Peru and Bolivia’s Quinoa  
Territorialization Projects”

**Wednesday, April 13, 2016**

12:00 – 1:00 p.m.

Ostrom Workshop, 513 N. Park



In response to surging demand for foods linked to specific locales and the development of intellectual property frameworks to protect such products, marginalized communities across the world are commercializing their “traditional” foods and seeking Geographic Indication (GI) trademarks to protect them as intellectual property. While understandings of consumers’ desires for “local” foods and the effects of GI trademarks on producer communities are complex and nuanced, we know little about how producer communities forge linkages between a product, culture, and place, and attempt to develop global reputations for these products. My dissertation compares an emerging place-based quinoa from the Peruvian highlands, “*Quinoa Puneño*,” and a more developed place-based quinoa from the Bolivia highlands, “*Quinoa Real*,” to examine collective action in efforts to commercialize traditional products for global markets and the ways efforts to create place-based foods articulate with identity politics at multiple scales. Through ethnographic fieldwork in Lima and Puno, Peru, and La Paz and Oruru/Potosí, Bolivia, I will examine how diverse actors collaborate to materially and symbolically differentiate *Quinoa Puneño* and *Quinoa Real* and legitimate claims of greater authenticity and quality.



**Emma McDonell** is a PhD student in the Department of Anthropology and Center for Latin American Studies at Indiana University. Her dissertation examines the shifting terrain of indigenous recognition politics in the Andes and the prospects and pitfalls of commercializing “traditional” foods through the quinoa boom. Emma will spend academic year 2016–17 conducting dissertation fieldwork in the Peruvian and Bolivian highlands. Prior to graduate school, Emma earned bachelor degrees in environmental studies and anthropology from UC Santa Cruz ([website](#)).

Presentations are open to the public (see our website for papers). You are welcome to bring your lunch. For questions, contact Allison Sturgeon ([sturgeon@iu.edu](mailto:sturgeon@iu.edu); 812/855–3151).