

# A Synthesis of the Antalya International Geographical Indications Seminars

Scientific Editors

Ummuhan Gökovalı, Professor, Muğla Sıtkı Koçman University  
Jim Bingen, Professor Emeritus, Michigan State University



YÜCiTA

Local Products and Geographical Indications  
Research Network in Turkey

Mediterranean Seminars  
2016 Number: 1









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"What is the Mediterranean? A thousand and one things at the same time. Not just one landscape, but innumerable landscapes. Not one sea, but a series of seas. Not one civilization, but civilizations piled up one upon the other."

Fernand BRAUDEL

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## FOREWORD

Turkey has tremendous potential to develop a wide variety of quality local products. The country's agro-biological diversity, and range of soils and micro-climates, has supported centuries of diverse and culturally embedded food production and preparation practices and skills. For example, the Turkish Patent Institute<sup>1</sup> has identified about 2,500 products that qualify as Geographical Indication (GI). In order to realize the extraordinary socio-economic potential of these GI products, an institutional - both governance and academic - framework is required. In Turkey, this framework started to be constructed only in 1995.

The World Trade Organization defines GIs as indications that identify and link a product's origin (a region, area, district or country) with some measure of quality, reputation and other features that are the basis for the legal protection of local products as GIs. A GI is an intellectual property right and an official quality sign that protects a product from imitations and prevents unfair trade and competition. Unlike a trademark, a GI is not an individual property right. A GI is collectively owned and it protects all those who adhere to specified production conditions. In short, GIs describe a product and guarantee that it is produced consistent with specified criteria.

Academic disciplines approach GIs from specific, and often narrow, lenses of concern and inquiry. Intellectual property issues are foremost in law, while food scientists focus on physical, chemical, and biochemical nature of foods and the principles of food processing. Bio-diversity issues are of interest to biologists, while anthropologists and sociologists commonly explore a range of socio-cultural dimensions related to the use of GIs.

Issues of niche markets and market access are more prominent in many

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<sup>1</sup> Turkish Patent Institute, associated with The Ministry of Science, Industry and Technology, is responsible for the provision of GI registration certificate.

economic studies of GIs. Other, specific economic areas of inquiry include: agricultural production diversity and product differentiation that is the basis for price differentiation; product standardization; the creation of added value by promoting quality product features; and, the competitive standing of GI products both in domestic and foreign markets.

Many studies examine GIs as instruments for rural, local and sustainable development, including collective action and innovation. GI products bring added value to regions by generating employment and income. These products also help to reduce rural-urban migration, and they offer numerous employment opportunities for women. The contribution of GIs to local tourism is widely understood.

This volume seeks to contribute to the growing body of research on GIs in Turkey (and around the Mediterranean) through a review and summary of the presentations and discussions from three International Seminars hosted by the Akdeniz University, Center for Economics Research on Mediterranean Countries. This is the only institution that has carried out scientific research on GIs, at national and international levels, since the early 1990s in Turkey. The Center has sought to create more awareness of the importance of GIs in research organizations and among policy-makers concerning all aspects of GIs - thereby helping to promote a greater awareness of the potential value of GIs in Turkey.

We want to thank the Center of International Mediterranean Studies (CIHEAM-Paris), the Montpellier Faculty of Agriculture (SupAgro), the UNESCO Chair and the Montpellier Mediterranean Agriculture Institute, France (IAMM) - all collaborated with the Center for Economics Research on Mediterranean Countries in preparing the scientific framework and content of the Antalya Seminars. We also want to express our deep appreciation to the Turkish Foundation of Promotion, Turkish Patent Institute, the Union of Chambers and Commodity Exchanges of Turkey and the French Embassy in Ankara that sponsored the organization of the Seminars.

The seminars focused on the Mediterranean countries and participants included many from Turkey and other Mediterranean countries, as well as representatives from international institutions. The main themes of the seminars were identified in collaboration with the Montpellier Mediterranean Agriculture Institute and sought to emphasize different aspects of GIs. Thus, the First International Antalya GI Seminar (24-26 April 2008) focused on sustainable local development. The Second Seminar (16-18 December 2010), concentrated on issues of socio-economic mobility and bio-cultural equity. The Third Seminar (10-14 October 2012) examined the governance of local value chains. These seminars generated very constructive reflections by both national and international actors, public authorities and the scientific community. During each Seminar, a "Fair of Local Products of Mediterranean Countries" was also organized to highlight the enthusiasm of producers for local and GI products. The presentations of seminar participants were compiled in a book after each seminar.

The discussions of, approaches to GIs by international institutions, as well as the insights of academics, industry representatives and government representatives offered important insights for improving the GI governance system in Turkey. In addition, the Seminars offered valuable lessons on institutional structure and governance from successful and rapidly-developing country cases, as well valuable illustrations from several types of successful product and country case studies.

The seminars clearly recognized the multiple economic and financial tensions that have emerged in recent years between countries and regions as a result of globalization. The asymmetries between local, macro-regional and global development have become increasingly obvious. In addition, the industrialization of the food chain, as well as the popularization and standardization of globalized world market products, has led to a loss of variety in agricultural raw materials and foodstuffs.

In this context, the seminars highlighted both the practical and academic



importance of “localized food systems” established by agricultural family-owned companies and SMEs that produce products specific to a defined geographic region. As such, GIs contribute to, and enhance regional employment. At the same time, it is clear that corporate capitalist initiatives seek to appropriate quality signs and local products. Problems of origin, typicality, culture and history are increasingly being used as devices to capture and enlarge new global markets.

The three seminars helped to deepen consideration of GIs as a concept that communicates a range of economic and cultural concerns in addition to highlighting the risks of ecological and social biodiversity loss. The seminars also highlighted two other sets of critical issues: 1) consumer attitudes about GIs, as well as the institutional framework of GIs and actors in production chain and broader food system; and 2) the need to understand the place and role of local products and GIs in protecting bio-cultural equity and biological diversity.

Drawing upon the presentations and discussions at the Antalya Seminars, the book in your hand introduces concepts regarding GIs. Following introduction, section two presents the Antalya Declaration written by the participants in the First International Antalya Seminar. This Declaration has become a foundation for continuing discussions in the region.

Section three presents the key issues regarding GIs in the Mediterranean region. These include concerns with: territorial anchoring, sustainability, marketing, governance, quality, consumption, biodiversity and development

Section four presents country experiences in the governance of GIs. Countries like France and Italy have been effectively using GIs for centuries, while others such as Turkey and Brazil have only recently established GI governance policies. Presentations also examine product governance at regional and national levels.

Section five focuses on specific sector issues for dairy, fruit and olives. These sectors have great potential and importance for Turkey as well as many other Mediterranean countries. The issues examined in these sections include: determining quality standards, governance of value chains, micro-chains and local markets, corporate, financial and executive constraints, demand and supply structures, organizational innovation, and governance.

The Appendices list the committees, programs and presentations for each of the Antalya Seminars. The full text of the Antalya Declaration is also included as an appendix. We hope that this material contributes to a broader appreciation of number and diversity of notable scientists and others who contribute to GIs as a national and international field of study and policy.

An appendix also describes the “Local Products and Geographical Indications Research Network in Turkey (YÜciTA)” which we founded at the end of the Third International Antalya Seminar in order to establish an ideal GI system in Turkey, to support sustainable rural development by adding value to local products, and to protect biological diversity.

We hope that Turkey will create a strong GI system. This book contributes to the achievement of this goal. We present our sincere thanks to Prof. Ummuhan Gökovalı and Prof. James Bingen who have made a great effort in the preparation of this book.

As a final word, we gratefully acknowledge the support of METRO Cash & Carry for their efforts to develop GI product markets in Turkey, their cooperation with us since the beginning of our academic research on GI and their contribution in bringing forth this publication.

Prof. Yavuz Tekelioğlu  
(YÜciTA)

Prof. Selim Çağatay  
(Akdeniz University and YÜciTA)

## PREFACE

This is the first English-language publication of the discussions and papers from the Antalya Seminars on terroir products that were held in 2008, 2010 and 2012. These discussions addressed a wide range of socio-economic, policy and agronomic issues related to promoting geographical indications, or terroir products, in the Mediterranean Region. In 2013, the Center for Economic Research in Mediterranean Countries at Akdeniz University, Antalya, Turkey published a compilation in French and Turkish of the presentations (many of them as PowerPoints) discussions from the 3<sup>rd</sup> Antalya Seminar. This publication also included the prepared summaries of the discussions at the 2008 and 2010 Seminars.

In order to introduce an English-speaking audience to the wide range of issues discussed at these seminars, the seminar hosts agreed to let us prepare this summary of the presentations, reports and papers presented at all of these seminars. The Introduction and Conclusion present a compilation of the introductory framing and the concluding observations from the conferences. Part II presents an overview of “The Antalya Declaration”. Part III presents the key issues concerning geographic indications in the Mediterranean region: territorial anchorage and sustainability; GI product marketing, governance, terroir and quality and consumers, biodiversity, and GI and development. Part IV presents selected country experiences while Part V includes summaries of three sets of discussion on: dairy products, fruit and olive oil.

The Appendices include: the English translation of The Antalya Declaration; the description of “Local Products and Geographical Indications Research Network in Turkey-YUciTA”, the seminar programs from 2008, 2010 and 2012 and the scientific and the organization committees for each seminar.

## ACKNOWLEDGEMENTS

We present our sincere thanks to Prof. Yavuz Tekeliođlu, Prof. Selim ađatay and their team, who made a great effort in organizing these three seminars as well as their contribution to this book. We also want to express our sincere thanks to all of the participants who contributed to the three seminars. We hope that we have correctly captured the key information and issues from the rich presentations and discussions. With support from the Higher Education Council of Turkey Gkoyalı was a Visiting Scholar at Michigan State University (2013) during the early preparation of this book.

# I. INTRODUCTION

According to World Intellectual Property Organization (WIPO) “a geographical indication (GI) is a sign used on goods that have a specific geographical origin and possess qualities, reputation or characteristics that are essentially attributable to that origin<sup>2</sup>. The debates over the international legal standing of GIs started with the Lisbon Agreement for the Appellations of Origin and Their International Registration (1958) and have become more intense since 1995 when the Trade Related Aspects of Intellectual Property Rights (TRIPS) agreement was signed within the framework of World Trade Organization (WTO) in 1995<sup>3</sup>.

Debate over GI is especially important for many countries that could benefit from the international protection for their authentic and traditional products. Turkey, for example, acknowledges the importance of such protection and in response has been trying to increase awareness of the GIs. Hosting the International Antalya seminars about GIs since 2008 represents one step in this direction.

Since 2008, the Economic Research Center for Mediterranean Countries at Akdeniz University in Turkey has collaborated with the Montpellier Mediterranean Agricultural Institute in France to host the biennial Antalya Seminar<sup>4</sup>. The first seminar in 2008 focused on “Local Products, Geographical Indication and Sustainable Local Development in the Mediterranean Countries.” The 2010 seminar was entitled, “GI in Turkey

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<sup>2</sup> [http://www.wipo.int/geo\\_indications/en/](http://www.wipo.int/geo_indications/en/), accessed on 19.12.2014.

<sup>3</sup> There is a long-standing difference of approaches to GIs between the US and the European Union. See Lindsey Zahn “Australia Corked Its Champagne and So Should We: Enforcing Stricter Protections for Semi-Generic Wines in the United States” 21 *Transnat'l L. & Contemp. Probs.* 477 (2012). Available at SSRN: <http://ssrn.com/abstract=2006612>. Most recently, the Consortium for Common Food Names (CCFN) has engaged in an active campaign to promote “common names” over GIs.

<sup>4</sup> Prior to 2008, the Economic Research Center participated in the project, “Mediterranean Local Products: Conditions of their Emergence, Efficiency and Modes of Governance (PTM: EEC and MG; July 2004-August 2005). Prof. Yavuz Tekelioğlu, and Prof. Selim Çağatay, both with the Economic Research Center for Mediterranean Countries launched a research partnership specifically to study local products and GIs with the Mediterranean Agronomic Institute of Montpellier (CIHEAM-IAMM).

and Other Mediterranean Countries: The Socio-Economic Movement and Bio-Cultural Resources.” In 2012, the 3<sup>rd</sup> International Antalya Geographical Indication Seminar was organized around the theme of “Governance of Local Food Value Chains and Geographical Indications in Turkey and other Mediterranean Countries”. The same research team collaborated on other projects, including the Siner-GI program<sup>5</sup>, “Product of Mountains” Program<sup>6</sup> that led to the creation of the Cyber-Terroirs web site<sup>7</sup> and the FAO research program about “heritages” which is financed by EU<sup>8</sup>. The 3<sup>rd</sup> Seminar concluded with the establishment of “International Research Network of Mediterranean Countries’ Agriculture and Food Products based on Origin and Quality”.

Place-names, or geographical indications, to identify products typical to a specific region have a very long history. They were used in Egypt and Greece. In the modern era, French law has protected the origin name, Roquefort for a cheese from this region since 1070. Similarly, the place names, Parmigiano Reggiano and Comté date from the 13<sup>th</sup> century.

The French system for recognizing and legally protecting “origin products” (for example, the “Protected Designation of Origin - PDO” and “Protected Geographical Indication - PGI”)<sup>9</sup> is widely recognized<sup>10</sup>. Essentially, these products are defined by their attribution to a specific region in which they are typical, possess identified quality characteristics, and are recognized or known for their reputation.

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<sup>5</sup> <http://www.origin-food.org/2005/base.php?cat=20>, accessed on 19.12.2014.

<sup>6</sup> <http://www.ciheam.org/index.php/en/cooperation/partnerships/fao>, accessed on 19.12.2014.

<sup>7</sup> <http://www.cyberterroirs.org>, accessed on 08.12.2014.

<sup>8</sup> <http://www.fao.org/biodiversity/cross-sectoral-issues/agricultural-heritage/en/>, accessed on 09.12.2014.

<sup>9</sup> PDO products are those produced, processed and prepared in a defined geographical area using recognized know-how, a PGI covers agricultural and food products closely linked to the geographical area; at least one of the stages of production, processing or preparation must occur in the defined area ([http://ec.europa.eu/agriculture/quality/schemes/index\\_en.htm](http://ec.europa.eu/agriculture/quality/schemes/index_en.htm), accessed on 08.12.2014).

<sup>10</sup> The deliberate, political leadership by individuals such as Joseph Capusand and Édouard-Jean Barthe and the contribution of the Capus Law (1935) to establishing this system is less widely discussed.

A geographical indication is an intellectual property right and an official quality sign. The sign improves marketing by protecting both the producer and consumer. It plays an important role in eliminating information asymmetries in markets and enabling access to niche markets. Products that originate from a specific region with specific characteristics linked to that region draw attention to quality, local identity, and cultural traditions. In this way they increase consumer awareness of the product and thus, demand for the product. Moreover, GI label adds value to a product and serves as a rural development tool of development in several ways: it increases employment and producer incomes, prevents out migration from rural areas, encourages variety in agricultural production and enables the development of genuine products.

Five Mediterranean countries (France, Italy, Spain, Portugal and Greece) account for 801 GI products, or 80% of all EU protected GIs. Clearly, these countries are rich in terms of local products (GI). Each is committed to protecting these products as important national assets<sup>11</sup>. Given Turkey's rich agricultural diversity and its historical food and farming cultures, the Turkish Patent Institute identified over 2,500 products that could be proposed as GIs.

Seven GIs have been submitted for the registration of EU for "Protection of Geographical Signs" from Turkey. These include: Antep baklava, submitted in 2009<sup>12</sup>; Aydın figs, submitted in 2010; Afyon beef sausage and Afyon beef smoked meat, both submitted in 2013; İnegöl meatballs and Malatya apricots, both submitted in 2014 and Aydın Chestnuts, submitted in 2015. One of the problems of Turkey related to GIs is the fact that independent

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<sup>11</sup> 1,334 different wines are protected as a PDO and 587 as a PGI under the EU Council Regulation (EC) of 2081/1992, later replaced by Council Regulation (EC) No 510/2006 on the "Protection of Geographical Indications and Designations of Origin for Agricultural Products and Foodstuffs". Within agricultural and food products, there are 550 PDO and 528 PGI protected products. While Italy takes the first place with total of 244 officially registered products, France follows with 191 products, Spain with 154 products, Portuguese with 116 products and Greece with 96 products. 200 GIs are protected in India.

<sup>12</sup> Antep Baklavası has been registered by European Commission as PGI on 21.12.2013. <http://eurex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2013:229:0043:0046:EN:PDF>.

and neutral inspection procedures, consistent with EU inspection standards have not yet been established. Consequently, these products cannot be labeled for sale as GI products. As a result, these legitimate products are not legally protected and cannot compete as GIs against the numerous fake products that are in the market.

Given the growing international importance of GI products, a special session on the Approach of International Institutions to GIs was organized for the 3<sup>rd</sup> International Conference<sup>13</sup>. These institutions are FAO, WIPO, WTO, Unesco and OriGIn.

The Food and Agriculture Organization of the United Nations (FAO) clearly manifests its support for GIs under the TRIPS<sup>14</sup> Agreement. In 2007, the FAO established the Quality and Origin Project to assist member countries to develop and promote products with a GI. The FAO supports the establishment of GI-based value-added network to territorial development. It supports GI technical assistance projects and regional GI seminars in over 20 countries in Asia, North Africa, Latin America and Eastern Europe<sup>15</sup>.

The World Intellectual Property Organization (WIPO) Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT)<sup>16</sup> is the forum in which WIPO members discuss policy and legal issues relating to the international development of law and standards for geographical indications and appellations of origin. GIs are protected in accordance with international treaties and national laws under a wide range of concepts, including laws specifically for the protection of GIs or AOs (Appellations of Origin), trademark laws in the form of collective marks or certification marks, laws against unfair competition, consumer

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<sup>13</sup> INAO, the French Institut national de l'origine et de la qualité, was also represented in these discussions.

<sup>14</sup> The Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) recognizes GIs in World Trade Organization member countries.

<sup>15</sup> See <http://www.fao.org/docrep/013/i1760e/i1760e.pdf>

<sup>16</sup> See [http://www.wipo.int/geo\\_indications/en/](http://www.wipo.int/geo_indications/en/)



protection laws, or specific laws or decrees that recognize individual GIs. As a UN Agency, WIPO administers several multilateral treaties applicable to GIs. Every two years, WIPO holds a symposium to discuss the legal and socio-economic aspects of GIs.

Within the World Trade Organization (WTO) two issues are currently being debated in the TRIPS Council under the Doha mandate: the creation of a multilateral register for wines and spirits; and, extending a higher (Article 23) level of protection beyond wines and spirits. The idea that a product's quality, reputation or other characteristics can be determined by the product origin is very controversial within the WTO. The US, Chile and Argentina are among those strenuously opposed to the of place names (and protections)<sup>17</sup>.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) addresses issues related to GIs in the context of its efforts to address the erosion of biological diversity and knowledge, and the homogenization of products around the world launching a project about organic and cultural biodiversity. There is also an initiative about bio-cultural aspects under the influence of Japan.

The Organization for an International Geographical Indications Network (OriGIN) established in Geneva in 2003 and this international non-profit represents 350 associations of producers and other GI-related institutions from 40 countries. The organization advocates for more effective legal protection of GIs and promotes GIs as a tool for sustainable development for local producers and communities.

Despite the increasing awareness and attention of international organizations to GIs, they face significant threats. The large, multi-national and corporate food industry seeks to weaken the use of GIs. In part, this corporate agenda includes efforts to promote quality, certification and

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<sup>17</sup> See [http://www.wto.org/english/tratop\\_e/trips\\_e/gi\\_background\\_e.htm](http://www.wto.org/english/tratop_e/trips_e/gi_background_e.htm)

traceability of industrialized products. Even the most highly processed food products are now promoted for the “craft” of their production, their quality taste, or healthfulness.

Perhaps as Valceschini, one of the 2012 seminar presenters suggested, it is time for a counter-attack that goes beyond “place” and is unequivocally based on: a new standard of consumption built on the relationship between food and health (e.g., the Mediterranean diet); more deliberate efforts to promote “citizenship responsibilities” (consciously political) consumer activities; more direct relations between producers to sellers; accounting for environmental impacts and ecosystem services.

## **Overview of Themes and Issues**

### **The Problem Setting**

Several phenomena threaten the Mediterranean food and farming heritage and its development potential. Increasing urbanization has led to a loss of technical know-how and fewer possibilities for direct, oral transmission of food and farming culture. In addition, many local products confront difficulties in meeting current national and EU health regulations. Unable to conform to new production and hygiene standards, many smaller artisan producers are going out of business. At the same time, many corporate, industrial actors as well as some government agencies continue to market local regions and products. Most regions do not benefit concretely from such marketing and they lack the organizational capacity to create their own quality products networks.

A growing number of issues with the agro-industrial model of food production (e.g., food safety, environmental and ethical concerns) stimulate discussion of the coherence between food quality and sustainable development objectives. It would be unrealistic for countries in the Mediterranean region to attempt to follow the Western “meat and dairy model” that is heavily dependent upon the extensive consumption of natural resources and spaces. Quite simply, the absence of resources

throughout the region precludes the adoption of this model. In contrast, strategies based on local products grown in harmony with the region's natural and economic environment and protective of its social fabric could serve as a powerful development strategy for the region.

## **The Contributions of GIs to Development**

The discussions during the Antalya seminars identified and presented both theoretical and empirical evidence clearly pointing out the vitality of geographical indications as means to protect local products in both the European Union and in Mediterranean countries.

By definition, GI products are closely related to a specified geographical location. These products originate from a specific region; they are unique and authentic to this region, and their production processes are in harmony with natural and human environment. The local products, with their root in local history and culture, contribute to revitalizing the natural and cultural heritage. Their specificity and authenticity help to balance agricultural production and processing between traditional or semi-manufactured process and services, and to integrate agricultural activities with the other sectors, such as ecologic tourism.

The economic contribution of GIs, as high quality products, based on proximity and cooperation, seems clear. Comté cheese is priced at 50% more than standard cheeses; the organic Deglet Nour Date of Algeria at 200% more than standard dates; or, the Corinthe grape at 300% more. Clearly, such price differences create significant economic value and income resources for producers.

## **GIs as Regional Resources and Territorial Anchoring**

The idea of a "regional resource"<sup>18</sup> emphasizes the contribution of social

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<sup>18</sup> The typology of resources is taken from Peyrache-Gadeau V. Pandey B., (2004) "Heritage Resources: A Modality of Utilization by Media Innovators of Latent or Existing Specific Resources", in *Natural and Cultural Resources, Community and Local Development*. Camagni R., Maillat D. and Matteaccioli A. (eds), Neuchâtel, Switzerland, 71-89.

and organizational investments to the development of the economic potential of a region. With respect to local products, this involves a mobilization of environmental resources that creates a strong link between the region, the product and the actors in the region. This suggests that over time, local actors may differentiate their regions by the unique or multiple uses of the region's agro-ecological and social resources. Such action is at the heart of a product label identifying the rich, original local products.

These localized products and processes commonly have deep historical and cultural roots that are the foundation of what are called authentic products<sup>19</sup>. In some cases, these products are the basis for political action that could lead to the creation of an appellation of origin<sup>20</sup>. Most cases discuss the search for the product's origin either in the history or some set of regional dynamics.

Identifying the origin of a product commonly involves two objectives: to specify the relationship between the characteristics of the territory and the products; and, to involve a sufficiently large number of actors in to develop the quantitative and qualitative aspects of territorial anchoring.

In most cases, a combination of these two objectives occurs and allows the territory to generate social and economic growth for development. Territorial anchoring allows a region to act in the context of globalization by managing/promoting its differences<sup>21</sup>. In other words, the use of origin (or anchor) is strategic. It is often made real by the resources that are identified by producers and consumers; it is constructed<sup>22</sup>. In several cases, these roles are nicely illustrated in the emergence of the wines

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<sup>19</sup> L. Béard and P. Marchenay, "Introductory Speech", presented in 2008 Seminar.

<sup>20</sup> R. Bouche, "The Case of Corsican Cheese", presented in 2008 Seminar.

<sup>21</sup> Rastoin J. L. (2004). Et si l'on allait vers une mondialisation de la différence, conférence comprendre les agricultures du monde, Marciac, 6 Mai, édition la mission agrosience.

<sup>22</sup> M. Dedeire and S. Tozanli (2007). "The Paradoxes of the Distances in the Construction of Food Identities by Acculturation Reviewed" *Anthropology of Food*, <http://aof.revues.org/2582>

of Porto<sup>23</sup>, the oliveraie<sup>24</sup>, or local products in Lebanon<sup>25</sup>. However, since these products are not specifically or directly linked to a specifically delimited agro-ecological area, they run the risk of being challenged in the market by less authentic products.

In many cases, however, territorial anchoring is very clear. Turkish Obruk cheese is made from the milk of a specific breed that is adapted to a specific region. In this case, specific resources are dedicated to assure the summer time mountain pastures located near the natural caves where the cheese is made and aged. Similarly, the cases of Argan oil or viticulture in the Languedoc illustrate ways in which genuine specific resources are dedicated for purpose of increasing the product's uniqueness.

## **Sustainability**

The historical dimension of many products is an important component of sustainability in regions with GIs. Roman history is inscribed in the viticultural practices in Languedoc<sup>26</sup>, as much as they are in the production of Argan oil<sup>27</sup>. This history, however, often masks the fragility of the local production systems. In the case of argan for example, the demand for products<sup>28</sup> could quickly outstrip the capacity of the ecosystem.

The issue of sustainability is fundamental to environmental concerns, but should also be central as a spatial, social and economic dimension in the development of territories. For example, the production of Turkish Obruk cheese illustrates the importance of balancing all the resources, including the social, that sustain and characterize this system of mountain pasture.

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<sup>23</sup> M. R. Lucas, Portugal: Porto Wine, presented in 2008 Seminar.

<sup>24</sup> J. S. Canada, Spain: Olive Oil, presented in 2008 Seminar.

<sup>25</sup> F. Asmar, Lebanon: Local Products and Eco-Tourism, presented in 2008 Seminar.

<sup>26</sup> J. Fanet (2008), Territories and Languedoc Wines. (ibid.)

<sup>27</sup> El Aich, Morocco: Argan Oil. (ibid.)

<sup>28</sup> This system is characterized by a multitude of products derived from the argan oil, meat, honey, barley.

More generally, local products and the institutional frameworks that support them have “sustainability potential” in the region.

Several cases highlight the significance of different modalities of local governance that are important in the service of territories. Across all cases, regardless of the significantly different public management systems, a governmental role in the territorial qualification of products and resources is a necessary condition to sustain a local production system.

Several cases also illustrate how the concept of territorial anchorage offers another perspective on thinking about the relationships in a production system between different actors and the available resources. These highlight the significance and contribution of territorial anchorage (“terroir agriculture”) to sustaining development in the Mediterranean region. GIs and local products offer a means to deal constructively with increasingly frequent economic, social, environmental and ethical crises.

Localized food systems, based on GIs in the Mediterranean Basin, help to establish beneficial and healthy diets by providing a variety of products that are tied to different food and culinary cultures. In this way they help people to re-engage with social, esthetic and sensorial values that are being threatened by mass consumption. Such systems offer food products that respect the natural features of production system and also respect and help to assure continued and historically important dietary diversity in Mediterranean countries.

## **Policy and Governance**

The cases raise several, different types of policy issues:

Localized food systems based on GIs appear to offer opportunities for closing the economic gap between coastal and interior Mediterranean communities. Several cases encourage thinking about new modes of governance built around product chains, as well as product and regional

qualification. The common governance features of local product chains in different Mediterranean countries offer a basis for creating an analytic grid of the processes of emergence and sustainability of “Mediterranean origin” products.

The cases also highlight the importance of the need to strengthen participatory, “bottom-up” governance in communities in order to ensure the success and the sustainability of local products as well as their contribution to the region’s development.

Many policies and programs can be used to promote GIs. Some of these included: investment support, tax incentives, private and public cooperative arrangements, and international cooperation, especially in Mediterranean basin. In addition, policies and programs directed to consumer education and the importance of “their” local products and their use instead of the mass agro-food products are so important. More specifically, the UNESCO recognition of the Mediterranean diet as a “cultural heritage of humanity” could be more widely promoted.

## II. ANTALYA DECLARATION<sup>29</sup>

Akdeniz University with the cooperation of CIHEAM-IAMM organized an international seminar on “Local Products, Geographical Indication and Sustainable Local Development in Mediterranean Countries” from April 24 to 26 - 2008 in Antalya, Turkey with more than 100 participants from a dozen European and Mediterranean countries in addition to invited participants from several international and national organizations. The Antalya Declaration was written by the participants in the First International Antalya Seminar which has become a foundation for continuing discussions in the region. The central idea of the Declaration is to propose a new sustainable development path for Mediterranean countries based on their rich agricultural heritage, know-how and biodiversity. It recognizes that these countries face major environmental pressures (demographic changes, climate change) and multiple food security difficulties (such as rising raw material prices) and challenges to the preservation of the model of Mediterranean food against global corporate food industry.

The distinctive strategic objective for the Mediterranean is to: promote the production and consumption of quality goods and services anchored in the Mediterranean terroirs; and, in addition to developing international markets, preserve and grow an equitable sharing of their value, protect resources and maintain biodiversity, and develop and transmit their heritage.

The declaration proposes that approaches based on geographical indications or terroir can leverage an alternative development strategy in the Mediterranean. For this purpose, it is suggested that special efforts must be given to the implementation of tools for the

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<sup>29</sup> Full text of English translation of Antalya Declaration is given in the Appendix and can be found at [http://www.yucita.org/uploads/etkinlikler/seminer1/deklarasyon/Antalya\\_Deklerasyonu\\_ingilizce.rtf](http://www.yucita.org/uploads/etkinlikler/seminer1/deklarasyon/Antalya_Deklerasyonu_ingilizce.rtf) or <http://om.ciheam.org/om/pdf/a89/00801076.pdf>, accessed on 28.11.2014.



differentiation and promotion of goods and services by geographical origin; building the capacity of producer organizations and markets; education to promote the Mediterranean culinary heritage; actions from governmental agencies and professional groups to promote the concept of "Terroirs of the Mediterranean" and the creation of a system to follow-up the implementation of this declaration. To achieve these objectives harmonious territorial synergy must be strengthened in the framework of Euro-Mediterranean agricultural and food cooperation and the implementation of coordinated policy support for the sustainable development of agriculture, agri-food and rural areas based on a shared notion of "Terroirs of the Mediterranean".

## III. GEOGRAPHIC INDICATIONS IN THE MEDITERRANEAN REGION: KEY ISSUES

### III.1. Territorial Anchorage

Creating, justifying and defending the territory or the boundaries of a geographic area in which a product is grown or produced is at the core of a geographical indication. There is commonly a historical dimension to this process and different actors often represent different degrees of, or attachment to an identified product. Thus, this process of creating and defending the boundaries of a product often may appear as a game among different actors.

Two processes are critical to defining the territory or boundaries of a product, or its “territorial anchorage.” The first involves clearly defining the relationship between specific features of the territory and those products derived from the territory. Second, a sufficiently large number of actors must be involved so that the “territorial anchoring” clearly contributes both qualitatively and quantitatively to territorial development. In most cases, achieving these two objectives creates a basis for social and economic growth and development.

Territorial anchoring, based on resources identified by both producers and consumers, offers a strategic lever for distinguishing and differentiating products. The recognition given to cultural and historical roots of the product(s) contributes to anchoring them in the territory. In short, territorial anchorage is at the heart of a product being called or labeled as a terroir product. Such products can be called credence goods since their quality as a terroir product is based on consumer trust. In this way, terroir products can serve as strategic tools for protecting and promoting a region’s products and for advancing local and sustainable development.

The cultural practices related to the production of Obruk cheese<sup>30</sup>

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<sup>30</sup> Z. Yasar, “Cheese of Divle Obruk Tulum”, presented in 2008 Seminar.

illustrate this phenomenon. Nomadic herding practices are essential to preserving the natural environment, or the original quality of the terroir. Moreover, refining the cheese in natural caves, a practice that is at the heart of the nomadic system, is adapted to the constraints in the Mediterranean region.

Several cases raise questions identifying and defining the boundaries of what is “in” and what is “outside” a product area. These cases encourage discussion of a product’s “territorialization.” Argan oil represents a case in which the value of the oil by European industries comes from outside the historically defined area of production and at the expense of the welfare of the women who have historically worked in the sector. Similarly, industrial actors have “appropriated” the Turkish cheese, Ezine<sup>31</sup>. In the case of the oil, Estepa<sup>32</sup> is also another form of relationship to the territory that leads the actors to differentiate their product and to create new, local modes of governance in response to the appropriation of mills by industry. In summary, the capacity of some, usually “exterior”, actors may be problematic for the local governance of a product.

These kinds of relationships in which product quality is not limited to a specifically defined area of production and processing draw attention to the multiple ways in which the quality of local products can be identified at both regional and local levels and in this way related to local development. Relationships of terroir may be used to help define new and innovative products and activities.

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<sup>31</sup> Y. Tekelioğlu and R. Demirel, “Geographical Indications in Turkey: The Case of Ezine Cheese”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/16151830/5\\_Seminer\\_sunum.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/16151830/5_Seminer_sunum.ppt)

<sup>32</sup> J. M. Caballero and J. S. Cañada, “Territorial Governance of the Andalusian PDO Olive Oils: Quality, Innovation and Marketing of “Estepa” PDO Olive Oil (Sevilla and Cordoba)”, presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/zeytinyagi/Huile\\_AOC\\_Estepa.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/zeytinyagi/Huile_AOC_Estepa.pdf)

D. C. Huelva et al., “The Estepa Olive Oil with PDO of Spanish Andaluzi Region”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/16151830/4\\_LA\\_DOP\\_DE\\_ESTEPA\\_2.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/16151830/4_LA_DOP_DE_ESTEPA_2.ppt),

More generally, terroir products, or those that are territorially anchored also draw attention to their broader environmental attributes. Such products can be seen to embody a “regional quality” that is tied to specific environmental characteristics. Similarly, these products may also help in safeguarding the history of places<sup>33</sup>.

### III.2. Sustainability

The issue of sustainability and geographical indications or place-named products goes beyond an environmental or natural dimension to include spatial, social and economic dimensions. Because terroir products are anchored, they account for the reproduction of resources and practices that are consistent with an important dimension of sustainability: sound, localized environmental management. Such products help to ensure more harmonious development and a process that melds natural and economic concerns with respect for the inherited socio-history, and characterizes and distinguishes Mediterranean cultures.

Two cases illustrate the significance of appreciating the historical dimension of these products<sup>34</sup>. One can say that Roman history is inscribed in the viticulture of the Languedoc region of France through the spatial structuring for wine grape growing that has been specifically adapted to territorial ecological conditions. Similarly, small-scale farmer forest management around Argan embodies a natural history and sustainable production practices in a fragile ecosystem that could be easily upset by demands for increased production.

These cases, and many others throughout the region, also remind us of the multiple challenges to the “technical cultures” around these products,

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<sup>33</sup> N. Kamoun, “The Experience of Tunisia in Terms of Development of Quality Signs in Olive Oil”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/14001615/2\\_seminaire\\_turquie\\_N.Kamoun2010.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/14001615/2_seminaire_turquie_N.Kamoun2010.ppt). Z. H'mad, “Tunisian Label of Olive Oils”, presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/yayinlar/Turkiyede\\_ve\\_Dier\\_Akdeniz\\_Ulkelerinde\\_Corafi\\_aretler\\_ve\\_Yerel\\_Gda\\_Deer\\_Zincirlerinin\\_Yonetiimi\\_Franszca.pdf](http://www.yucita.org/uploads/yayinlar/Turkiyede_ve_Dier_Akdeniz_Ulkelerinde_Corafi_aretler_ve_Yerel_Gda_Deer_Zincirlerinin_Yonetiimi_Franszca.pdf).

<sup>34</sup> J. Fanet, “Languedoc Wines”, presented in 2008 seminar; A. El Aich, “Morocco: Argan Oil”, presented in 2008 Seminar.

including the loss of know-how and oral transmission of practices as the societies become more urbanized.

Other threats to these technical or terroir cultures include, but are not limited to the following:

As farmers respond to opportunities for increasing their production (and marketing), they could leave aside practices and systems that has been in place for many years.

EU health regulations and standards require capital investments that many smaller producers find it difficult to make.

Smaller producers also find it difficult to compete with the marketing strategies of large food companies that seek to capture or appropriate claims to terroir. More broadly, the globalization of terroir represents a significant risk to local (terroir) agricultural systems in the Mediterranean region. These systems have endured and adapted for centuries to local constraints, and perhaps they must now identify strategies that specifically identify, promote and protect their local particularities and their reproduction in this new globalized environment.

### **III.3. GI Product Marketing**

Strategies that add value by promoting product as terroir products depend upon creating a collective social and economic organization and capacity to promote and market these products. More regionalized GI marketing strategies that rely on the collective efforts of small firms and producers may be the most effective approach for adding value to local resources.

The marketing strategies created by Italian food districts illustrate<sup>35</sup> one

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<sup>35</sup> R. Fanfani, "Agricultural-Food Regulated Areas in New Millennium: The Case of Parma Ham", presented in 2010 Seminar.

approach that uses the concept of “typicity” and geographic indications to define a collective “terroir strategy” designed to enhance the value of their local resources. Given the relatively small size of most “local production” actors, the creation of some type of collective marketing brand has proven useful. For example, for some Italian wines, the use of a collective reputation may not be feasible. In such cases, the reputation of the individual actors, supported by a well-recognized third-party certifier, could facilitate access to, and positioning in, export markets<sup>36</sup>. Such a strategy, however, requires the creation of producer networks that could facilitate access to information on export markets.

The cases of olive oil (Tyout Chiadma) and cereals (Ebly®) highlight the importance of research, as well as multiple - actor partnerships and alliances, for promoting signs of quality<sup>37</sup>. Such efforts help to achieve several objectives:

- achieve national recognition of a region;
- enhance efforts for developing and improving specific skills; and,
- revive “forgotten products and processes” that respect the local environment. The case of siyez<sup>38</sup> (spelt) highlights innovation that draws

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<sup>36</sup> D. Dentoni, “Small Firms which Create Global Trademarks with Social Networks”, presented in 2010 Seminar, available in English at [http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/09001045/2\\_Dentoni\\_Reardon\\_2010\\_JNCS\\_in\\_Antalya.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/09001045/2_Dentoni_Reardon_2010_JNCS_in_Antalya.ppt).

<sup>37</sup> For Tyout Chiadma case see A. El Antari, “Olive Oil of Tyout Chiadma: Local Products that Took the First PDO of Morocco: A Model and An Institutional Incentives”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/09001045/5\\_Antalya\\_EL\\_ANTARI\\_Seminaire\\_International\\_Produits\\_Terroirs\\_2010.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/09001045/5_Antalya_EL_ANTARI_Seminaire_International_Produits_Terroirs_2010.ppt).

for Ebly case see D. Chabrol, “Small épeautre of Ebly® and Haute-Provence Region: Two Innovations, Two Different Development, Two Different Ties to Assets”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/09001045/3\\_Ebly\\_\\_PEHP.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/09001045/3_Ebly__PEHP.ppt).

<sup>38</sup> D. Chabrol, “Small épeautre of Ebly® and Haute-Provence Region: Two Innovations, Two Different Development, Two Different Ties to Assets”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/09001045/3\\_Ebly\\_\\_PEHP.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/09001045/3_Ebly__PEHP.ppt). In contrast, the durum wheat, Ebly, reflects no relationships between the complex technology that adds value to it and the region in which it is processed.

from heritage in order to foster a revival of a forgotten typical product.

- respond to contemporary dietary concerns, such as the availability of gluten-free products (see the case of siyez).
- assure that the production costs are low enough so that the added value brings a profit for producers.

To summarize: consensus at the local level is necessary so that farmers and small food businesses organize and reactivate traditional know-how. The approach must be voluntary and collective, organized by a group of professionals. Starting from the base, all the actors must make a collectively supported commitment. Among small producers and firms in a defined territory, a terroir strategy should be based on collective action around the promotion of local resources.

Other marketing and promotion issues include the following. In the absence of an officially recognized label (e.g., PDO -Protected Designation of Origin, or PGI-Protected Geographical Indication) and/or when not all the principal actors are in the same territory, the choice of product label becomes critical. Argan oil<sup>39</sup> illustrates the important role that the label plays in marketing.

The presence of numerous products that are marketed as similar or comparable to GI products in the same region, or sometimes from the same firm poses a serious challenge to the marketing efforts of small producers who do not have large budgets for marketing. Consequently, the conviction and support of local actors behind a specific product is critical to the successful promotion of a terroir product.

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<sup>39</sup> L. Kenny, "Moroccan Experience in Geographical Indications: Successes and Disappointments", presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/cumartesi/09001015/2\\_kenny-les\\_ig\\_au\\_maroc.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/cumartesi/09001015/2_kenny-les_ig_au_maroc.ppt)

Antonia Koraka tells the story of the tsakonique aubergine which shows that the GI as a tool may be insufficient as an economic force when appropriate governance structures are absent. The Aubergine of tsakonique leonidio (Peloponese) was a PDO until 1996, before the installation of greenhouses; it was an important and commercially successful product (an Eggplant for canned foods). Then, the “type tsakonique eggplant with lower production costs invaded” the market. Certification is not enough; informing and training of all actors involved from the production to the market is required.

### **III.4. Terroir and Governance**

The governance of local channels for terroir products varies among the Mediterranean countries. Several countries seek new modes of governance that would be capable of assuring a specific Mediterranean territorial qualification of their products and processes.

Throughout the region, public authorities play a critical role in certifying cooperation through laws and regulations as well as policies that specifically promote terroir products. The specific legal regulations vary among the countries throughout the region. Overall, the effective management of GI products requires several levels of both sector and territorial governance and coordination in both the creation and management of these products. An analysis of the overall architecture of the intellectual property rights and geographical indications should incorporate consideration of the consistency of both commercial and environmental law, especially with respect to biodiversity issues.

Parmigiano-Reggiano cheese illustrates the multiple levels and types of governance involved in producing, protecting and promoting a GI product.<sup>40</sup> The cheese is made from a breed of cows that is native to, and

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<sup>40</sup> L. Bertozzi, “The Role of the Body of Defense and Management of the Governance of Value Chain of Parmigiano Reggiano PDO”, presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Bertozzi\\_Antalya\\_2.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Bertozzi_Antalya_2.pdf).



that graze on grasses in a specific area; silage is prohibited. The Consorzio di Tutela, which holds the PDO, is a voluntary association that represents about 75% of the producers. A third party, the QCD PR, assesses each producer a pro-rated fee to cover the costs of certifying compliance with the association's regulations from production through cheese ripening. The system has an assessed cost at six Euros per kilo of cheese paid by producers. Seventy percent of the production is sold in Italy. Consequently, one of the challenges facing the consortium involves how to balance the interest in increasing production or the price of the cheese.

### **III.5. Terroir**

#### **III.5.1. Terroir and Quality**

In addition to a product that is defined for marketing reasons, a terroir product embodies multiple types of knowledge and values, including notions of quality. The development and reputation of these products is linked to a concept of quality that refers to a heritage and to collective values. Such an appeal is often more important to, and recognized by most consumers than are the official designations for geographic indications (eg., PDO, PGI).

The notion of quality embodies both a tangible property (physical attributes of products) and an intangible property (real or supposed characteristics that is not measurable). In this regard, marketing of terroir products (unlike "uniform" industrial products) must account for variation in quality that is often due to the variability in the weather from year to year. Furthermore, it is important to appreciate that signs of origin are directed largely to consumers. This implies, among other things, that labels or signs of terroir must compete, or find alliances with other types of "quality" standards that seek consumer attention.

A system of codification of the local knowledge and know-how underlying terroir products can be essential for supporting and protecting these products. Such systems can be highly variable. The crushing process

to produce Argan oil requires local knowledge that is shared by local actors<sup>41</sup>. Guijuelo Ham<sup>42</sup> also depends upon a heritage of knowledge among small producers, but linked with other territorial assets. In this way, it helps to create a broader development effect throughout the limited territory of production. Similarly, the olive oil from Espeda is based less on the area in which the olives are grown, and more on identifying and classifying the tree species and varieties.

### **III.5.2. Consumers and Terroir**

Perhaps it could be useful to enhance the position and knowledge of professional chefs as one step toward promoting and protecting terroir products. In addition, it is critical to enhance consumer appreciation and purchasing of distinctive quality (terroir) products. Drawing attention to the cultural foundations of food offers one step in this direction. For example, the Lebanese are very conscious of the component of “presentation” of authentic products and consider their diet as one of the carriers of their culture<sup>43</sup>. Baladi products, for example, generate trust on the part of consumers.

### **III.6. Biodiversity**

The issue of biodiversity signals the importance of identifying, using and protecting genetic resources that are threatened, or at risk. Four principal issues define the connections between biodiversity and geographical indications.

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<sup>41</sup> Z. Charrouf, “Oil of Argan :The First Geographical Indication of African Continent”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/16151830/2\\_antalya\\_dec\\_2010.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/16151830/2_antalya_dec_2010.ppt)

<sup>42</sup> V. R. Gonzalez, “The Importance of Production of Quality Food Products in the Development of Rural Region”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/16151830/3\\_Presentacion\\_Antalya\\_RODERO.pdf](http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/16151830/3_Presentacion_Antalya_RODERO.pdf)

<sup>43</sup> C. Challita, “The Attitude of Lebanese towards Typical Food Products”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/11001230/2\\_Comportements\\_des\\_Libanais\\_vis-avis\\_des\\_PATL.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/cuma/11001230/2_Comportements_des_Libanais_vis-avis_des_PATL.ppt)

### ***Geographically indicated products as collective goods.***

Are GIs and genetic resources private or public goods? Elinor Ostrom has argued that managing a “common property” or “public good” requires a highly organized community. Part of the debate on this subject revolves around identifying the foundations of the legitimacy claims for the heritage of the resources, either genetic or geographical. Do they occur naturally, or have they been created? That is, the registration of a GI or of varieties/breeds is not a simple recognition of a biological fact. It is a validation of a social construction. The difficulties of developing an animal breed or plant varieties illustrate the importance of the construction of this legitimacy by a group.

### ***The management of GIs and of genetic resources***

The know-how associated with agro-ecosystems is shared locally and is the result of a long historical process<sup>44</sup>. Key issues related to GIs as genetic resources include: they are locally and collectively managed; they benefit from a specific, official GI registry that includes a catalog of animal breeds and plant varieties.

### ***The compatibility of GIs and genetic resources***

The recognition of a product as a GI and its value as a defined genetic resource might be contradictory, or it might create synergy. On the one hand, creating an AOC product could limit continuing efforts to assure continuing biodiversity. Such is the case with the Lucques olive in France<sup>45</sup>.

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<sup>44</sup> See the case of Moroccan Rif, Mohamed Ater, “Eco-Systems and Agricultural Diversity in Jbala (Rif) Region” Presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/14001600/2\\_Presentation\\_Antalya.pdf](http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/14001600/2_Presentation_Antalya.pdf).

<sup>45</sup> V. Desbois-Drakides et al, “Bio-Diversity and Reactivation of Knowledge, Accumulation of Olive Culture”, presented in 2010 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/14001600/5\\_Antalya2.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/14001600/5_Antalya2.ppt).

On the other hand, by defining the specific variety or breed, and associated cultivation, management or processing practices as constituent or defining elements of a product, an AOC product can contribute to the conservation of the breed or variety as well as help to create a market for the product.<sup>46</sup>

### ***Protection or innovation?***

A form of collective management that helps apply the accumulated know-how may be the most effective structure for developing, protecting and adapting product standards<sup>47</sup>. Such a collective strategy may be the most effective approach for successfully promoting distinctive quality products (e.g., organic, terroir) in a world in which more meals are taken outside the home, including “fast food” restaurants. Under these conditions, it becomes increasingly important to pursue strategies that help to renew and develop consumer appreciation and purchasing of distinctive quality products.

Products that are commercially recognized as being “geographically indicated”, or that carry a place name, are useful tools for preserving biodiversity. They encourage historically grounded local production practices that preserve diverse ecosystems. Geographical indications are however imperfect and inadequate in the preservation of biodiversity. They are imperfect because they rely on flexible legal criteria that leave too large a margin of discretion to governmental authorities and to the public. They are insufficient because they apply only to agricultural products and their attributes as marketed products. As a result, numerous agro-biological resources that are vulnerable to bio-piracy are excluded from “protection” as GIs. This situation arises from the disarticulation of bio-

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<sup>46</sup> See the case of Turkey poultry, D. Özdemir and E. Durmuş “A Proposal to Support Studies for the Protection of Genetic Resources of Farm Animals in Turkey: The Case of Denizli and Gerze”, presented in 2010 Seminar, available in Turkish at [http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/14001600/3\\_demir\\_ozdemir.TURKYEDE\\_CFTLK\\_HAYVANLARI\\_GEN\\_KAYNAKLARI\\_KORUMA\\_CALIMALARINA\\_DESTEK\\_ONERS\\_DENZL\\_VE\\_GERZE\\_ORNE.ppt](http://www.yucita.org/uploads/etkinlikler/seminer2/persembe/14001600/3_demir_ozdemir.TURKYEDE_CFTLK_HAYVANLARI_GEN_KAYNAKLARI_KORUMA_CALIMALARINA_DESTEK_ONERS_DENZL_VE_GERZE_ORNE.ppt); also see the case of the Domfront pear.

<sup>47</sup> See the case of olives in France.

rights between the Convention on Bio-Diversity and the TRIPS Agreement. The latter sets minimum standards for the protection of intellectual property rights, but remain deaf to the principles of consent and the fair and equitable sharing of benefits from the use of the genetic resource and associated traditional knowledge (GR/TK).

Perhaps chemical or genetic analyses could be used to specifically identify different varieties of different crops. Doing so might offer the grounds for using and protecting these crops as a means of ecological sovereignty (cf. food sovereignty).

### **III.7. GIs and Development**

One of the important problems in the Southern countries is the future of poor and marginal rural areas that reporting of environmental change (drought, desertification etc.) and secondly the impacts of globalization. How agriculture can adapt to the operation and enhancement of biodiversity and local specificities? New local and dynamic strategies of heritage are supported and promoted by government policies (see Morocco) as an alternative to the productive agriculture. But it must be questioned about the relevance of the 'imported' concepts and their effectiveness compared to the knowledge accumulation, cultures and traditions in the Mediterranean countries.

This is the case in Greece, where traditional sectors represent a strong socio-cultural and economic heritage, such as cheese feta and olive oil. Consumers show a certain ethnocentrism or regionalism in their choice of food. Consumers strongly prefer to source food through their own kinship networks and village producers who are personally known.

It might be useful to develop an analytic grid that identifies the common features related to the emergence and sustainability of Mediterranean products of origin. This would require the creation of methods to assist local actors in such efforts. The methodological guide proposed by

FAO provides such a tool. It presents methods to identify the potential products of quality associated with the origin (country-region-local). It also offers a list of quality attributes and defines evaluation strategies that could be used to fashion “action plans” for regional initiatives related to specific products.

## IV. SELECTED COUNTRY EXPERIENCES

In 2012, 17 country cases were presented to illustrate some of the current variability in the governance of local food chains and geographical indications. Each of the presentations described the legal framework and protection for signs of quality linked to food origin. Clearly, France and Italy have the most elaborate frameworks; Brazil and Turkey are taking significant steps toward passing laws that will protect signs on quality and origin. In contrast, the US illustrates a significantly different approach to the protection of quality products. Each case illustrates different approaches to the governance of value chains as well as the role of local, national and international markets for terroir products.

France legally protects the distinctive quality and the basic principles of geographic indications. But the well-known PDO (Protected Designation of Origin) and PGI (Protected Geographic Indication) are not the only signs of quality differentiation with respect to origin and tradition of agricultural and food products. Other signs, such as red label (label rouge) represent high quality, while the organic label indicates that products have been produced consistent with environmentally respectful practices and conditions.

In France, the voluntary, transparent and collective approach of producers, processors and distributors who collectively protect the basic principles of GIs is fundamental. A collective approach is the foundation for the strict monitoring of the specifications and compliance of all the actors to the specifications. Collectively, these actors are also responsible for deciding upon and implementing periodic changes in the standards. INAO (The National Institute of Origin and Quality) helps producers and processors to implement the principles in practices.

In 2006, France launched a new system of governance for GIs in which the Ministries of the Economy and Agriculture share responsibilities. The Ministry of Agriculture finances and supervises INAO. The Ministry

of the Economy provides the link between producer and consumer; it ensures compliance with the rules of competition and control products at the level of production and consumption. However, it is important to understand that the mechanisms of control of good practices within value chains only work when there is a collective approach based on democratic principles. The aim of the new control system in France is to gain consumer trust. To do so, and under the overall supervision of INAO, independent third-party institutions are responsible for the new control and audit conditions for each product.

Italy is widely recognized as the other champion country of GIs. The Italian system is also based on collective governance and a participatory approach to certification and control. The consortium for Parmesan includes producers and/or producers' cooperatives, as well as cheese companies and their distributors. The representation of the different actors in the chain helps to regulate product supply, define market strategies and to facilitate the efficient management of the collective to protect the distinctive origin product in both domestic and international markets.

The French and Italian cases highlight the critically important features for promoting GI products: the collective, voluntary action; collective control by all the actors active in value chain; support for the actors responsible for the application of good practices; and, transparency and diligence in the operation of the control mechanisms.

In Brazil, products protected through the National Institute of Industrial Property are becoming more important. Since 1997, 35 origin-related products have been certified and more than 60 additional ones are under review. The government considers GIs as levers of rural development and as opportunities to raise the incomes of some marginalized populations, such as the native populations. Nevertheless, producers continue to lack the ability to organize, thereby creating challenges for the open management of the value chains.



In Turkey, the Turkish Patent Institute (TPI) is responsible for trademarks, patents, industrial designs, as well as GIs. Based on a 1995 decree, the TPI manages the registration and the control of appellations of origin. A partnership of public institutions, the private sector and NGOs governs GIs. Turkey is a GI pioneer in the Mediterranean basin. It has an institutional framework that ensures rigorous respect for certification procedures. But control of good practices and transparency in monitoring is quite incomplete.

The US presents a rather different and distinct case. Legally defined trademarks currently govern opportunities for promoting terroir products. There are movements to foster the emergence and expansion of distinct and place-related agri-food products. A growing number of commercial promotions refer to “the taste of place” and in some cases to terroir. Nevertheless, the current trademark system does not permit the collective ownership of a certification or a trademark. The recently created American Origin Product Association seeks to change current trademark law and to promote collective and legally protected place-named products. An alternative approach involves fostering more state-level networks that promote and protect place-named products within each state. Without question, the “fast food nation” could learn from the “old world.”

## V. PRODUCT CASES: DAIRY PRODUCTS, FRUIT AND OLIVES

### V.1. Dairy Products

#### ***Quality Standards***

Good relationships among the dairy farmers and the milk processors are essential for ensuring standards for the quality of milk and for ensuring the smooth functioning of the whole supply chain. This requires meeting several conditions including: effective and rigorous management of quality specifications, standards and practices. In addition, producer prices must be clearly identified and fixed to milk quality. This also includes collective agreement on limiting volume and controlling the growth of the product to be marketed under a collective sign. It must be recognized however, that meeting these production and marketing standards runs the risk of marginalizing more traditional producers whose more rudimentary methods may keep them from meeting the collective standards. The collective definition of quality that is voluntarily agreed upon by all local actors drive the governance of GIs for milk and milk products<sup>48</sup>.

#### ***Value Chain Governance***

The value chain for terroir products requires well-defined relationships among all the actors and one that ensures a measure of equilibrium between those in industries and in agriculture. The Swiss Gruyere cheese chain illustrates this fragile equilibrium among the various actors - herders, dairies, the cheese makers and the distributors. Representatives from each group, based on their volume of sale, serve on a series of governance committees. This governance structure is combined with a territorial structure responsible for regional development initiatives and for promoting the region through agritourism<sup>49</sup>.

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<sup>48</sup> See B. Bridier, "The Role of Institutions in the Good Governance of Local Food Value Chains", presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Antalya\\_2012\\_B\\_Bridier.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Antalya_2012_B_Bridier.pdf)

<sup>49</sup> See Bridier *ibid*.

The governance of these value chains is critical for the protection and promotion of certified GI cheeses. The collective organization of producers is of pivotal importance to the healthy and sustainable development of the chain. In part, such organizations help to protect all the actors against fraud. Equally important, the collective and voluntary organization of all the actors helps to develop strategies for promoting regional development and for opening new markets.

The PDO Comté cheese (France) illustrates how a collective organization of producers, dairies and refiners contributes to development. Because of collective organization, cheese production from mountain areas is directly responsible for levels of employment in small and medium scale enterprises and is directly responsible for supporting significant levels of rural employment. Moreover, the protection of these enterprises contributes to bio-diversity protection<sup>50</sup>.

The success of the PDO Parmigiano Reggiano<sup>51</sup> resides equally with the collective organization and management of the value chain. This cheese contributes significantly to the development of dairy farming in the two regions (Parma and Reggio Emilia) that produce 96% of the milk used. Further, the collective organization of producers and processors helps to negotiate and protect milk prices.

The two cases of sheep cheese from Portugal, Alentejo-Evora and Serpa, illustrate instances in which the producers lack negotiating power because they are not well organized. Both are young, semi-soft, and spicy cheeses that could easily be promoted for these features. But in the

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<sup>50</sup> A. Richard, "Comte Cheese under New European Union Regulation", presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Richard\\_AOP\\_France\\_antalya.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Richard_AOP_France_antalya.pdf).

<sup>51</sup> L. Bertozzi, "The Role of the Body of Defense and Management of the Governance of Value Chain of Parmigiano Reggiano PDO", presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Bertozzi\\_Antalya\\_2.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Bertozzi_Antalya_2.pdf).

absence of solid government support, the producers do not have the support required to promote their products<sup>52</sup>.

The Greek PDO Feta cheese illustrates a hybrid case of excellent organization along most of the quality chain except for the local producers<sup>53</sup>. Very large firms and very small producers co-exist in this chain, but the large companies drive marketing and the four largest control 30% of the market. One firm in particular, Dodoni, is known for “setting the price” for raw milk.

In recent years, the sector has become increasingly concentrated as smaller dairies consolidate or merge with the larger industrial dairies. Nevertheless, there is some evidence that in response to this consolidation, semi-intensive producers are starting to organize in order to take advantage of the international market.

Ezine cheese in Turkey<sup>54</sup> illustrates a case of large firms coexisting with small and medium size enterprises. Raw milk is priced by the National Commission for Milk, with the exception of goat milk. But as in Greece, fraud is endemic. Consequently, the quality of the milk suffers. Furthermore, industrialized production and standardization has negatively affected the quality of the cheese. In response, in 2001 the Association for the Protection, Development and Promotion of Ezine cheese was established. With 34 members, the association seeks to focus on creating strong relationships among all the actors in the quality chain based largely on an improved appreciation of the relationship between the quality of the milk and the taste of the cheese.

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<sup>52</sup> Vaz Freire, L. T. “Evora Cheese PDO and Serpa Cheese PDO”, presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Fromages\\_Evora\\_et\\_Serpa.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Fromages_Evora_et_Serpa.pdf).

<sup>53</sup> D. Goussios and D. Kissas, “Feta Cheese: How to Marry Tradition and Competitivity?” presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Feta\\_2\\_4.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Feta_2_4.pdf).

<sup>54</sup> A. Yildiz, “Ezine Cheese”, presented in 2012 Seminar, available in Turkish at [http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Yildiz\\_Ezine\\_Peyniri.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/peynir/Yildiz_Ezine_Peyniri.pdf).

## V.2. Fruit

The value chains for fruit raise a variety of issues, including those related to: production and distribution for national and for export markets; diversity and variability in the use of signs of quality; and, the different mechanisms of coordination among the actors and the grounds used to create value. It is useful to discuss these issues as they are manifested in two types of chains: micro-chains that focus on local markets; and those oriented toward national and international markets.

### ***Micro-chains and local markets***

These cases are characterized by modest production volume that is largely seasonal and relatively small. The AOC for the São Julião (Portugal)<sup>55</sup> cherry was established in 1994 to protect and improve the value of the cultivar. This case illustrates that obtaining an AOC label based on the specific quality of the product is no guarantee of success. This cherry has a widely recognized and specific quality, but the actors along the chain have been unable to establish the level of organization and coordination required to create and promote a united and consolidated sector. Furthermore, in the absence of strong institutional support, other factors have negatively affected the competitiveness of this product. These include: the absence of a marketing strategy; complex and costly marketing logistics; and, high production and certification costs. As a result of these problems, the AOC label was not even used from 2005 to 2011 and both production and marketing declined dramatically in contrast to that of non-AOC cherries<sup>56</sup>.

In contrast, the Union of Inter-Professional Chestnut Périgord-Limousin (France)<sup>57</sup> illustrates strong coordination between the producers, market

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<sup>55</sup> V. Dordio, "Characteristics and Opportunities for the PDO Fruits of the North of Alentejo: S. Juliao Cherries", presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/PRESENTATION\\_NAME\\_Dordio](http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/PRESENTATION_NAME_Dordio).

<sup>56</sup> Several other AOC or PDO fruit and vegetable crops experienced similar problems.

<sup>57</sup> B. Guerin, "Périgord-Limousin Chesnuts", presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/Guerin\\_Chataigne.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/Guerin_Chataigne.pdf).

agencies and the industry. This coordination is widely recognized as key to the success in protecting the specific quality of production despite the constraints of the mountainous production area and significant competition from Chinese imports.

The chestnut of the Périgord - Limousin is marketed widely as both a PGI and with the Red Label. Despite its production and marketing success, the costs associated with obtaining the right to use a sign of product quality require a significant increase in production in order to help to distribute the operating costs of marketing.

### ***Industrial scale production***

The Deglet Nour (Algeria)<sup>58</sup> is a high quality variety of dates that dominates (42%) production in Algeria and that is of high value in both domestic and international markets. In 2010, the APDB (Association of Producers of Dates of Biskra) obtained the GI Deglet Nour of Tolga, the first GI in Algeria. Biodattes is comprised 23 producers of all sizes over 150 hectares in the Tolga Region annually producing 800 MT tons. Their high value crop carries an AOP and some are organic. The company ranks among the top 10 Algerian companies and it is the leading exporter of organic dates from Algeria.

Important institutional constraints limit increased production that meets quality criteria. These include: an absence of control and certification institutions; a new legislative and institutional framework that creates some uncertainty about a new set of procedures for registering geographical indications and organic foods; competition from the informal market; and, a lack of institutional regulation of external control and self-control by operators in the sector. In the short term, these constraints must be lifted in order to consolidate the first achievements of the PGI initiatives.

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<sup>58</sup> F. Khebizat, "Tolga Deglet Nour Dates, Supremacy of a Terroir and Recognition of a Know-How", presented in 2012 Seminar, available in French at

[http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/BIODATTES\\_ALGERIE\\_light\\_Office\\_2010.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/BIODATTES_ALGERIE_light_Office_2010.pdf)

Several other products that focus on export markets include: oranges from Valencia (Spain); tangerine from Berkane (Morocco); the grapes of Corinth (Greece); and, hazelnut from Giresun (Turkey). The PGI protected “the citrus of Valencia”<sup>59</sup> makes Spain the world’s fourth largest producer of citrus followed by China, the Brazil and the US. The Province of Valencia accounts for 76% of Spanish exports. The PGI chain, however, exhibits two significant features. First, the large distributors control governance and tend to keep producer prices low. Second, there is no collective strategy for promoting and protecting production.

The Clémentine de Berkane (Morocco)<sup>60</sup> is a PGI since 2010 and it illustrates the recent interest in the Morocco for a specific signs of quality for fruits. In addition, it represents a case of North-South cooperation in the promotion of a quality product. The Clementine of Berkane is part of a Franco-Moroccan cooperative effort to promote and enhance quality products. Specifically, the project seeks to broaden awareness among producers and in the Ministry of Agriculture of the PGI. It also is training actors in the sector about PGI specifications as well as helping to establish a Clémentine de Berkane professional association of producers.

The objectives of the PGI association are to: combat unfair competition and to protect the name, Clémentine of Berkane. The association also seeks to upgrade product qualities and seek high quality export markets. However, the growers are concerned about the cost of certification procedures to assure traceability throughout the chain.

Grapes of Corinth (Greece)<sup>61</sup> is an emblematic product with a historically significant, international reputation (90% of the production is exported)

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<sup>59</sup> E. Belles, “Valencia Oranges”, presented in 2012 Seminar, available in English at [http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/Gimono\\_Presentacion\\_Citricos\\_Valencianos\\_Antalya.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/Gimono_Presentacion_Citricos_Valencianos_Antalya.pdf).

<sup>60</sup> El Hadad and F. Gauthier, “Berkane Clementines”, presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/Clementines\\_Presentation4.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/Clementines_Presentation4.pdf).

<sup>61</sup> T. Antapoulou, T. and Y. Panagou, “Organization and Dynamics of the Cooperative of “Corinthe Raisons”, presented in 2012 Seminar, available in French at [http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/raisins\\_de\\_Corinthe-Antalya.pdf](http://www.yucita.org/uploads/etkinlikler/seminer3/meyve/raisins_de_Corinthe-Antalya.pdf).

as a healthy, natural and highly nutritious product. Two quality signs are used to promote these grapes: the PDO, Corinthe Vostizza (1998), and a PGI, Zakynthos (2008). Other signs of quality are: two PGIs, dried grapes of Iliia and Messinia grapes, plus PDO for the black grapes of Corinth, Mavri Stafida Korinthias.

This sector is characterized by a strong group of growers (approximately 20,000 producers) and by a highly organized system of supply management. Of the ten members in a Union of Cooperatives, the Aegheion-PES (Vostizza KKI), is the most important supplier to the bakery and confectionery industry. Another significant actor is the S.KO.S.S.A. Union of Cooperatives whose missions are to coordinate supply and to handle storage, packaging and marketing on behalf of producers. This cooperative assures supply management and quality control, roles that were previously played by wholesalers and private companies. Since 2008, the S.KO.S assures a floor price for growers. S.KO.S sells products first to 4 packaging cooperatives and markets the rest to private units. The success of the cooperative in increasing producer prices has contributed importantly to the development of marginal and semi-mountainous areas.

The PDO Giresun oily plump hazelnut (Turkey) since 2001 constitutes 18% of all hazelnut production and a way of life for a city of over 80,000 people. Most of the production is exported for use in chocolate. Several factors limit the development of this sector. First, the small size of the farms (just over 1 hectare) hinders on farm investments in modernizing production. Second, most growers have off-farm employment to compensate for weak on-farm earnings and thus have limited capital to invest in on-farm improvements. Third, since most are part-time growers, they show little interest in collective action or in organizing. Finally, research and development of the sector is quite limited and there is little interest in investment from outside actors.



### **V.3. Olive Oil**

This sector raises numerous issues.

#### ***Geographical Location***

The location of olive groves in hilly or mountainous areas, in Italy and Spain, hinders effective harvesting. At the same time however, the unique quality of the olives and the oil produced on such geographically difficult conditions is directly related with this geography.

#### ***Institutional Constraints***

Public institutions in Italy have not promptly responded to many of the difficulties facing producers. On the other hand, more transparency in assessing product quality and in the structure of corporate holdings represents an opportunity.

#### ***Economic Constraints***

Market competition is fierce and high quality olive oils do not obtain the value that they deserve. Consumers are to be reluctant to pay the higher price for olive oils identified with territorial or origin quality features.

Producer cooperatives are well developed. In Spain, cooperatives provide 70% of the production. However, large organized retailers and companies in the value chain tend to pull down prices thereby preventing producers from developing innovative strategies and becoming more mechanized, especially in Spain. Furthermore, in many countries the geographical identifier of high quality oils is not properly labeled.

#### ***Management Constraints***

The age of the olive groves in several countries constrains efforts to make some technical improvements that could improve production. This is especially the case in Portugal and in Italy. At the same time, Spain removed about 630 thousand hectares from PDO protected production

in order to meet higher domestic demand for olive oil. Such a policy, however, has created constraints on exports for the European market.

### ***The Structure of Consumption***

The structure of olive oil consumption varies widely from country to country in the Mediterranean region. While widely consumed throughout Spain, olive oil consumption in Italy varies widely from the northern to the southern regions of the country. In Tunisia, while olive oil is widely consumed, there is little or no appreciation of quality or PDO labels of olive oil. It is expected that in Turkey, increased planting of olive groves will lead to increasing consumption of oil.

### ***The Structure of Production***

The pattern of production varies widely across the region. Tunisia has three different production areas, each with a different capacity for development. In Italy, the utmost importance is given to PDO-level production, but most of the production is from groves that are less than one hectare. Clearly, this kind of atomized production raises important issues for the governance of the sector. Furthermore, 24 olive oil types are recognized as PDOs in Spain, while this number jumps to 42 in Italy. Moreover, more than 50% of Italian production is processed as extra virgin, the highest level of quality in olive oil. In Turkey, the relationships of the quality of the oil to the area are still being identified for production in the South Aegean and Edremit Gulf areas.

### ***Institutional and Organizational Innovation***

Italy is experimenting with some innovative revenue-sharing policies to help promote olive production, including the participation of restaurant owners in the creation of local value chains. Tunisia illustrates the significance of government support to stimulate local olive oil production and the importance of public investment in modernizing and increasing production capacity. Countries like Spain, and despite its long history of olive production, are experiencing difficulties in triggering innovations in

preserving the culture, history, heritage and landscape surrounding olive production. This contrasts with the innovation strategies in Portugal and Italy based on local actor involvement in efforts to strengthen the identity of their oil.

### ***Internal and External Governance***

In addition to the battle in 1997 to obtain a PDO for oil in Italy, the increasing interdependence among actors in Spain over how to produce oil illustrate the importance of local governance to the production and processing of quality oil. Often, at issue is the type of internal governance that facilitates control and certification.

In contrast to some countries in which some actors are not sensitive to the significance of territorially based systems of quality, in Tunisia, public actors greatly influence the development of a quality olive oil production system.

## VI. GENERAL CONCLUSIONS

Consensus at the local level is necessary so that farmers and small food businesses organize and reactivate traditional know-how. Local networks and internet sales can create patterns of relationships to promote the rebirth of products. Thus, GIs represent a strategic issue of local and sustainable development. The approach must be voluntary and collective, organized by a group of professionals. Starting from the base, the specification of production process becomes the support of a collective commitment that all actors undertake to respect. Public authorities have a clear role to certify cooperation within and outside the sector and to promote the local products. Several levels of governance are needed in the creation and the proper management of geographical indications.

Production sites must be dynamic and at the same time, contained by a “competition disciplined” based on proximity of shared value. This competition enables both to respond to global competition yet continue to be consistent with the local rules of quality. In the end, it is the expected value of commonly accepted quality at the local level as well as the collective investment of all the players concerned that is required. The producers must share common standards of practice and quality. Successful GIs require a disciplined and collective competition around shared values.

It is said, “a tradition without modernity is infertile whereas modernity without tradition is blind”. This quotation from Andre Valadies, founder of Jeune Montagne, cooperative in the Aubrac region of France reminds that power is created when thoughts, social networks, human and natural resources are gathered together around one common project.

# APPENDIX

## A1. Antalya Declaration<sup>62</sup>

On the occasion of the fifteenth anniversary of the foundation of the Faculty of Economics and Public Administration of the University of Akdeniz and with a view to extending research projects and established networks for international cooperation, the University of Akdeniz and the CIJEAM-IAMM organized an International Seminar on “Local Agriculture, Sustainable Development and the Protection of Geographical Indications in the Countries of the Mediterranean”, which took place on 24-26th April, 2008 in Antalya, Turkey. The Seminar brought together over one hundred participants from more than ten Mediterranean countries of Europe and North Africa as well as international, governmental and non-governmental organizations:

Recognizing the key role that agriculture and food production play in a globalized world, the Ministers of Agriculture of the countries belonging to CIHEAM at their Seventh Meeting in Saragossa, Spain on 4<sup>th</sup> February 2008, with the aim of promoting the sustainable agriculture recommended strengthening cooperation between the various stakeholders involved in the production of quality foodstuffs in the Mediterranean Basin;

Recognizing that the agricultural producers of the Mediterranean Basin are confronting complex global challenges including demographic change; climate change; and increasing prices for basic agricultural commodities; and considering the preference of consumer’s for foods that provide clear and succinct information concerning product origin;

Recognizing that the countries of the Mediterranean Basin, although rich in biodiversity, agricultural know-how and culinary history, are today

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<sup>62</sup> Available at [http://www.yucita.org/uploads/etkinlikler/seminer1/deklerasyon/Antalya\\_Deklerasyonu\\_ngilizce.rtf](http://www.yucita.org/uploads/etkinlikler/seminer1/deklerasyon/Antalya_Deklerasyonu_ngilizce.rtf) or <http://om.ciheam.org/om/pdf/a89/00801076.pdf>, accessed

under increasing pressure to address the significant socio-economic issues arising from the linkage between climate change, environmental degradation and food security;

Emphasizing that the legal protection of geographical indications is a strategy that has the potential to provide local producers of the Mediterranean Basin with a decided competitive advantage, to the extent that geographical indications enable the promotion of local agricultural products; support localized chains of distribution; and bring considerable benefits to the local rural economy;

Recognizing that the production, manufacture and distribution of agricultural products and foodstuffs play an important role in the sustainable economic development of the Mediterranean Basin, the Seminar Participants believe that, within the framework of Euro-Mediterranean assistance, strengthened cooperation should seek to raise the identity and status of quality agricultural and food products.

Consequently, with the aim of promoting the sustainable development of rural economies, they propose a combined action plan founded upon the creation of a collective sign to designate the authentic agricultural and food products of the Mediterranean Basin.

Such a strategy would have the advantage of promoting:

- The link between the quality or characteristics of the agricultural product or foodstuff and the geographical origin of the Mediterranean Basin that consumers are able to readily identify.
- The diversification of agricultural production so as to improve the incomes of farmers and achieve a better balance between supply and demand on the markets for rural communities.
- The preservation and transmission of the culinary heritage of the Mediterranean Basin.

- The protection of the environment and its biodiversity.
  - The cooperative management of rural economies by local stakeholders.
- In light of the advantages identified, a special effort should be devoted to
- Encourage the promotion and diversification of quality agricultural goods and services in accordance with their geographical origin.
  - The support and mobilization of local farmers and associated commercial networks.
  - The establishment of relevant innovative research programmes and the creation of associated international research networks.
  - Combined action by governmental and non-governmental organizations to promote the concept of “Quality Agricultural and Food Products of the Mediterranean Basin” with a view to making this category of products and the guarantees attached to them better known to consumers.
  - Ensure that concerned actors begin work with all due expediency to implement the plan of action proposed in this Declaration.

## **A.2. The Local Products and Geographical Indications Research Network in Turkey - YÜciTA**

The Local Products and Geographical Indications Research Network in Turkey (YÜciTA) was established on 15 October 2012 at the end of the Third International Antalya Geographical Indications Seminar. The main objective of YÜciTA is to carry out scientific research and create awareness of Geographical Indications (GI) in order to establish an efficient working GI system in Turkey, support sustainable rural development by adding value to local products, and to protect biodiversity. Membership in YÜciTA is voluntary and it includes representatives of non-governmental organizations, academics from various disciplines, and producers.

Led by an executive committee, YÜciTA committees address specialized issues regarding law, communication, research and development, international relations, institutional relations, and social responsibility. The research and development committee includes research groups that deal with economics, culture, biodiversity and technology.

YÜciTA carries out research in collaboration with non-governmental organizations, the Scientific and Technological Research Council in Turkey, as well as universities and regional development agencies. In order to create awareness and recognition regarding GI, YÜciTA organizes biennial meetings and workshops in different regions/provinces of Turkey. Since 2013, six meetings and workshops have been organized.

The first biannual meeting was held in collaboration with Adnan Menderes University and Aydın Commodity Exchange on 4 April 2013 in Aydın during the Third Anniversary of Local Products Protection Campaign. This meeting focused on the role of agriculture and food in a globalized world. This meeting also addressed the necessity to prioritize local products for sustainable food production and consumption together with rural development.

The second biannual meeting on 31 October 2013, in collaboration with



the Rize Commodity Exchange, addressed the theme of Local Products, Geographical Indications and Control. Mr. George Risaud, the Director of the Epoisses Cheese Union in France was invited to explain how control mechanisms for geographical indications operate in this organization.

The third biannual meeting was held on 24 April 2014 in Erzincan in collaboration with the Erzincan Chamber of Industry. Mr. Carlo Canale, a representative from the Grana Padano Consortium in Italy, discussed the governance and inspection of GI.

The fourth biannual meeting was organized on 3 September 2014 in Hatay in collaboration with the East Mediterranean Development Agency (DOĞAKA) and Mustafa Kemal University. During the meetings, the current situation and developments regarding GIs in Turkey and other Mediterranean countries was discussed. In addition, the potential for Geographical Indication in the DOĞAKA region, the traditional Hatay cuisine, and the successful efforts of the Metro Gross Market regarding Taşköprü Garlic were presented.

The fifth biannual meeting was held on 10 April 2015 in Gaziantep in collaboration with the METRO Cash & Carry and Gaziantep Metropolitan Municipality. While Mr. Attilio Zanetti from Grana Padana Consortium discussed the product governance regarding GI in the Italian Grana Padana case study, Prof. Jean-Louis Rastoin discussed economic and strategic dimensions of GI in the European and French cases as UNESCO chair in World Food Systems. In addition, Mr. Thomas Rudelt explained how METRO approaches to GI products in Turkey and in the World as Board Member and Turkey Office Management Director of METRO Cash & Carry.

The sixth biannual meeting on 16 October 2015, in collaboration with the Kayseri Chamber of Commerce, addressed the theme of Local Products and Geographical Indications potential in Kayseri and focused on latest international developments and problems regarding GI.

### A. 3. Programs, Scientific and Organizing Committees of 2008, 2010 and 2012 Seminars



2008



2010



2012

A. 3.1. 2008 Seminar: Local Products, Geographical Indication and Sustainable Local Development in Mediterranean Countries, 24-26 April, Akdeniz University, Antalya-Turkey.



# Uluslararası Seminer *Séminaire International*

Akdeniz Ülkelerinde Yöresel Ürünler, Coğrafi İşaretler ve  
Sürdürülebilir Yerel Kalkınma  
24-26 Nisan 2008, Antalya-Türkiye

*Les Produits de Terroir, les Indications Géographiques et le  
Développement Local Durable des Pays Méditerranéens*  
24-26 Avril 2008, Antalya-Turquie

Akdeniz Havzası Yöresel ürünler mirası bakımından dünyanın en zengin bölgelerinden birisidir. Tarihi, kültürel ve sosyal kökenleri ile bu olağandışı özvarlık pazarların küreselleşmesi sürecinde yüksek bir büyüme potansiyeline sahiptir. Bu potansiyel uluslararası planda giderek büyüyen bir ilgi odağı oluşturan coğrafi işaretler aracılığı ile yerel kalkınmada değerlendirilebilir.

Seminerin amacı, Akdeniz yöresel ürünlerinin sürdürülebilir kalkınma perspektifi içinde değerlendirilmesine geniş bir bilimsel tartışma platformuyla katkıda bulunmaktır.

**Katılımcılar:**

Bilim dünyası, uygulamacılar, sivil toplum örgütleri, kamu ve özel sektör karar alıcıları, uluslararası kuruluşların temsilcileri



Le bassin méditerranéen dispose de l'un des plus riches patrimoines mondiaux en produits de terroir. Cette ressource exceptionnelle par ses racines historiques, culturelles et sociales dispose d'un fort potentiel de croissance dans un contexte de mondialisation des marchés. Ce potentiel peut être valorisé au service du développement local par le dispositif des indications géographiques qui bénéficie d'un intérêt de plus en plus large au plan international.

L'objectif est de contribuer au progrès des connaissances à travers un large débat scientifique, à la valorisation des produits de terroir Méditerranéens dans une perspective de développement durable.

Les participants: Monde scientifique, professionnels, organisations non-gouvernementales, décideurs publics et privés, représentants des organismes internationaux



### **A.3.1.1. Seminar Program**

#### **24 April**

9.00 Registration

9:30-10:30 Opening Speeches:

- Yavuz Tekelioglu (Head of Economic Research Center of Mediterranean Countries, Akdeniz University)
- Mustafa Akaydin (Rector of Akdeniz University)
- Yuksel Birinci (President of Turkish Patent Institute)
- Vincent Dolle (President of CIHEAM-IAMM, France)
- Ertugrul Günay (Minister of Culture and Tourism of Turkey)

10:30-11:00 Coffee Break

11:00-12:30 Session I: Local, Quality of Product and Local Development Relations

Chair: Vincent Dolle

Local Products as means of Local Development: Conditions of Emergence and Their Impacts

- Introductory Speech: Pierre Marchenay (Lyon III University, France)
- Laurence Berard (Lyon III University, France)
- Discussants: Yavuz Tekelioglu (Akdeniz University, Turkey)
- Javier Sanz Canada (CSIC, Spain)
- Zoubir Sahl (Blida University, Algeria)

12:30-14:00 Lunch

14:30-16:00 Session II: Local, Quality of Products and Strategies of Actors

Chair: Gerard Gherzi (MSHM, France)

Geographical Indications, Trademarks and Labels as means of Markings

- Introductory Speech: Jean-Louis Rastoin (ENSAM, France)
- Discussants: Pier Maria Sacconi (AICIG, Italy)
- Rachid Hamimaz (IAV Hassan II, Morocco)
- Francis Gaffier (GF Conseil, France)

16:00-16:30 Coffee Break

16:30-17:00 MEDITERRA 2007 (Identity and Quality of Mediterranean Products)

MEDITERRA 2008 (Prospective)

Speaker: Sebastian Abis (CIHEAM), Omar Bessaoud (CIHEAM/IAMM)

17:00-18:00 Documentary Film: Maçahel (A Case of Local Development: TEMA Vakfi)

18:00-19:00 Introduction of Local Products and their Tasting

20:00 Dinner

## **25 April**

9:00-10:30 Session III: Products with Geographical Indications; Institutional, National and International Framework

Chair: Jean-Pierre Boutonnet

Project Results

- Synergi (Gilles Allaire, INRA, Toulouse-France)
- Femise (Helene Ilbert, CIHEAM-IAMM)
- Prodding (Francois Casabianca (INRA, Corte-France)
- Origin (Anne Richard, Paris-France)
- Cooperation of Italy-Syria-Lebanon (Annarita Antonelli, Italy)

10:30-11:00 Coffee Break

11:00-12:30 Session IV: Research and Cooperation Projects about Products with Geographical Indications

Chair: Jean-Pierre Boutonnet

Project Results

- Synergi (Gilles Allaire, INRA, Toulouse-France)
- Femise (Helene Ilbert, CIHEAM-IAMM)
- Prodding (Francois Casabianca (INRA, Corte-France)
- Origin (Anne Richard, Paris-France)
- Cooperation of Italy-Syria-Lebanon (Annarita Antonelli, Italy)

12:30-14:00 Lunch

14:30-16:00 Session V: Governance of Production Chain of Local Products with Geographical Indications-I

Chair: Mehmet Sakir Ersoy

Case Studies

- France: Corsican Cheeses (Remi Bouche)
- Languedoc Wines (Jacques Fanet)
- Spain: Olive Oil (Javier Sanz Canada)
- Portugal: Porto Wines (Maria Raquel Lucas)
- Italy: Local Food Products of Veneto Region (Alessandra Scudeller)

16:00 - 16:30 Coffee Break

16:30-18:00 Session VI: Governance of Production Chain of Local Products with Geographical Indications-II

Chair: Georges GIRAUD

- Turkey: Cheese of Divle Obruk Tulum (Zafer Yasar)
- Morocco: Argan Oil (Ahmet El Aich)
- Lebanon: Local Products and Eco-Tourism (Fady Asmar)
- Tunis: Orange of Tunis Malta (Jemaiel Hassainya)

18:00-18:30 Syntheses of Case Studies

19:30 Gala Dinner

## **26 April**

10:30-12:00 Closing Session: What Kind of Local Development Model? What Kind of Future For Mediterranean Local Products?

Chair: Vincent Dolle

Antalya Declaration: Introduction and Discussions

12:30-13:00 Lunch

13:30 Trip (Perge, Aspendos, Side)



### **A.3.1.2. Scientific Committee of Seminar**

#### President

- Prof. Dr. Yavuz Tekelioglu (Akdeniz University, Antalya, Turkey)

#### Members

- Dr. Bertrand Hervieu (Secretary General CIHEAM Paris/France)
- Prof. Dr. Consuelo Del Canto Fresno (Madrid University, Spain)
- Prof. Dr. M. Sakir Ersoy (Galatasaray University, Istanbul, Turkey)
- Prof. Dr. Roberto Fanfani (Bologne University, Italy)
- Dr. Philleppe Marchenay (CNRS, National Scientific Research Center, Lyon, France)
- Prof. Dr. Rachid Hamimaz (IAV, The Agricultural and Veterinary Institute Hassan II, Morocco)
- Prof. Dr. Gerard Gherzi (Head of the Montpellier Social Sciences & Humanities Research Institute, France)
- Dr. Jose Muchnik (INRA, National Institute for Agricultural Research, Montpellier, France)
- Prof. Dr. Fulya Sarvan (Akdeniz University, Antalya, Turkey)
- Dr. Onder Okumuş (Akdeniz University, Antalya, Turkey)
- Prof. Dr. Bernard Pecqueur (Grenoble University, France)
- Prof. Dr. Jean-Louis Rastoin (SupAgro Montpellier Faculty of Agriculture, France)
- Prof. Dr. Jemaiel Hassainya (National Agriculture Institute of Tunis, Tunis)
- Dr. Helene Ilbert (CIHEAM/IAMM, Mediterranean Agricultural Institute of Montpellier, France)
- Dr. Javier Sanz Canada (Institute of Economics and Geographical Sciences, Madrid, Spain)

### **A.3.1.3. Organizing Committee of Seminar**

#### President

- Prof. Dr. Yavuz Tekelioglu (Akdeniz University, Antalya, Turkey)

#### Members

- Vincent Dolle (CIHEAM/IAMM, Mediterranean Agricultural Institute of Montpellier, France)
- Dr. Helene Ilbert (CIHEAM/IAMM, Mediterranean Agricultural Institute of Montpellier, France)
- Assoc. Prof. Selma Tozanli (CIHEAM/IAMM, Mediterranean Agricultural Institute of Montpellier, France)
- Assoc. Prof. Selim Çagatay (Akdeniz University, Antalya, Turkey)
- Rana Demirer (Research Assistant, Akdeniz University, Antalya, Turkey)
- Beyhan Yılmaz (Research Assistant, Akdeniz University, Antalya, Turkey)
- Mehmet Zambak (Research Assistant, Akdeniz University, Antalya, Turkey)



**A.3.2. 2010 Seminar: Geographical Indication in Turkey and Other Mediterranean Countries, Socio-Economic Movement and Bio-Cultural Heritage, 16-18 December, Akdeniz University, Antalya-Turkey.**



## Uluslararası Seminer 2 *Séminaire Internationale 2*

Türkiye ve Diğer Akdeniz Ülkelerinde Coğrafi İşaretler,  
Sosyo-Ekonomik Hareketlilik ve Biyo-Kültürel Özarlık  
16-18 Aralık 2010, Antalya - Türkiye

*Indications géographiques, dynamiques socio-économiques et  
patrimoine bio-culturel en Turquie et dans les autres pays méditerranéens  
16-18 Décembre 2010 Antalya - Turquie*



### Katılımcı Ülke ve Uluslararası Kuruluşlar

**TÜRKİYE - CEZAYİR - FAS - FRANSA - HOLLANDA - İSPANYA - İSVİÇRE  
İTALYA - LÜBNAN - TUNUS - YUNANİSTAN**

Akdeniz Üniversitesi, Akdeniz Ülkeleri Ekonomik Araştırmalar Merkezi (ADEAM), Türkiye  
Türk Patent Enstitüsü (TPE), Türkiye  
Fundacion Dieta Mediterranea (FDM), Espagne  
Le Centre International de Hautes Etudes Agronomiques Méditerranéennes, Institut Agronomique Méditerranéen de Montpellier (CIHEAM-JAMM), France  
SupAgro Montpellier, France  
Fédération Nationale de l'Agriculture Biologique (FNAB), France  
Institut National de la Recherche Agronomique (INRA), France  
Institut de Recherche pour le Développement (IRD), France  
La Recherche Agronomique pour le Développement (CIRAD), France  
United Nations Educational, Scientific and Cultural Organization (UNESCO), France  
Terroirs et Cultures, France  
Institut National de l'Origine et de la Qualité (INAO), France  
Consorzio del Formaggio Parmigiano-Reggiano, Italia  
Institut Agronomique et Vétérinaire Hassan II, Maroc  
Institut National de la Recherche Agronomique (INRA), Maroc  
World Intellectual Property Organization (WIPO), Switzerland  
The Organization for an International Geographical Indications Network (ORIGIN), Switzerland



TÜRK PATENT ENSTİTÜSÜ



### **A.3.2.1 Seminar Program**

#### **16 December**

##### 9:00-10:00 Opening Speeches

- Prof. Dr. Yavuz Tekelioglu (President of Organization Committee)
- Assoc. Prof. Selim Cagatay (Head of Economic Research Center of Mediterranean Countries, Akdeniz University)
- Prof. Dr. Israfil Kurtcephe (Rector of Akdeniz University)
- Prof. Dr. Habip Asan (President of Turkish Patent Institute)  
Responsible from French INAO Institute
- Prof. Dr. Vincent Dollé (CIHEAM-IAMM- President of Mediterranean Agricultural Institute of Montpellier)
- Emilie Vandecaelere (FAO)  
Responsible from World Intellectual Property Organization (WIPO)
- Ertugrul Gunay (Minister of Culture and Tourism of Turkey)
- Nihat Ergun (Minister of Industry and Commerce of Turkey)

##### 10:00 - 10:15 Coffee Break

##### 10:15 - 12:15 Session I (Chair: Prof. Dr. Fulya Sarvan, Discussant: Dr. Didier Chabrol)

##### Geographical Indication in terms of Institutional Perspectives

- Violetta Jalba (WIPO): Legal Framework in the Protection of Geographical Indication
- Prof. Dr. Corrado Giacomini (Parma University): Local Products and Geographical Indication in terms of their Location, the Region They Cover, Social and Institutional Perspectives
- Leo Bertozzi (Origin): Parmigiano-Reggiano Cheese: An Appellation of Origin Stacked between Market and Tradition
- Emilie Vandecaelere: Geographical Indications and Institutions in the Protection of Local Resources and Regional Development: Lessons from Case Studies
- Serap Tepe (TPI): Economic Importance of Geographical Indications

##### 12:15 - 14:00 Lunch

14:00 - 16:00 Session II (Chair: Prof. Dr. Laurence Bérard, Discussants: Dr. Jean-Pierre Boutonnet)

### Geographical Indications in terms of Biological Diversity and Protection of Environment

- Prof. Dr. Roland Pérez: Management of Natural Resources and Protection of Bio-Cultural Assets in the light of Elinor Ostrom's Theoretical Framework
- Dr. Mohamed Ater: Eco-Systems and Agricultural Diversity in Jbala (Rif) Region
- Assist. Prof. Demir Özdemir, Assist. Prof. Eren Durmuş: A Proposal to Support Studies for the Protection of Genetic Resources of Farm Animals in Turkey: The Case of Denizli and Gerze
- Pascal Lachaud: Organic Collective Catering and Its Effects on Region, Bio-Diversity and Use of Water Resources: The Economic Advantages of This Initiative
- Véronique Desbois: Bio-Diversity and Reactivation of Knowledge Accumulation of Olive Culture

16:00- 16:15 Coffee Break

16:15 - 18:30 Session III (Chair: Prof. Dr. Mehmet Şakir Ersoy, Discussant: Marc Dedeire)

### Regions in terms of Evaluation of Geographical Indication and Collective Actions

- Assoc. Prof. Maud Hirczak: Geographical Indications, Environmental Resources and Development of Regions
- Assoc. Prof. Théodosia Antopoulou: Geographical Indications and Regional Development Dynamics: Difficulties in Transition from Implied Coordination to Collective Action in the Evaluation of Assets
- Prof. Dr. Zoubida Charrouf: Oil of Argan: The First Geographical Indication of African Continent
- Prof. Dr. Valériano Rodero Gonzalez: The Importance of Production of Quality Food Products in the Development of Rural Region
- Dr. Daniel Coq Huelva: The Estepa Olive Oil with PDO of Spanish Andaluzi Region
- Prof. Dr. Yavuz Tekelioğlu, Dr. Rana Demirer: Geographical Indications in Turkey: The Case of Ezine Cheese

18:30 Opening Ceremony of Local Foods Fair and Cocktail

## 17 December

9:00 - 10:45 Session IV (Chair: Prof. Dr. Gérard Ghersi, Discussant: Dr. Emilie Vandecaelere)

### Geographical Indication in terms of Strategies of Actors

- Prof. Dr. Jean-Louis Rastoin, Assoc. Prof. Fatiha Fort: Trademarks, Geographical Indication and Local Labels: Search for Value Creative Strategies for “Localized” Firms
- Dr. Domenico Dentoni: Small Firms which Create Global Trademarks with Social Networks
- Dr. Didier Chabrol: Small épeautre of Ebly® and Haute-Provence Region: Two innovations, Two Different Developments, Two Different Ties to Assets
- Prof. Dr. Roberto Fanfani: Agricultural-Food Regulated Areas in New Millennium: The Case of Parma Ham
- Dr. Abderraouf El Antari: Olive Oil of Tyout Chiadma: Local Products that Took the first PDO of Morocco: A Model and An Institutional Incentives

10:45 - 11:00-Coffee Break

11:00 - 12:30-Session V (Chair: Prof. Dr. Vincent Dollé, Discussant: Assoc. Prof. Maud Hirczak)

### Geographical Indications: Cultural Interactions

- Dr. Gilles Allaire: Local Products: Cultural Dimensions and Social Expectations
- Dr. Claude Challita: The Attitude of Lebanese towards Typical Food Products
- Dr. Mehdi Moalla: The Role of Rural Tourism and Environmental Information in Differentiation of Localized Local Products
- M. Berriane, M. Aderghal: Rural Tourism in Marrakesh and Local Products: Complementarity or Opposition?
- Dr. Hanane Abichou: Emergence of Assets Tourism as a Source of Value in Profitable Marketing of Regional Identity: The Case of Tunisia

12:30- 14:00-Lunch

14:00- 16:15 - Session VI (Chair: Prof. Dr. Roland Pérez, Discussant: Abdelmajid Moukli)

### Geographical Indications: Examples from four Corners of Mediterranean

- Prof. Dr. Consuelo del Canto Fresno: Different Strategies Applied in the Same Geographical Area

- Dr. Naziha Kamoun: The Experience of Tunisia in Terms of Development of Quality Signs in Olive Oil
- Dr. Ernesto - García Álvarez, Dr. Susana Ramírez Garcia, Prof. Dr. Consuelo del Canto: A Need for a New Social Urge in the Production of Wine of Ain Temouchent Province of Algeria
- Assoc. Prof. Alia Gana, Dr. Liza Terrozzini: Geographical Indication of Argan Oil: The Roles of Rural Women in Morocco in the Management of Sustainability of Argan Trees and Socioeconomic Development
- Cheima Kortas Brahim: Wine Region and Territories: Vineyard Landscapes in Colonial Farms in Grombalia Plain
- Hasnaa Harrak: Developing a Geographical Indication Related with Date of Akka Oasis in Morocco

16:15-16:30 - Coffee Break

16:30-17:30 - Session VII (Chair: Dr. H  l  ne Ilbert, Discussant: Dr. Salgur Kan  al)

#### Geographical Indications in terms of Institutions and Laws

- Assoc. Prof. Dr. Val  rie Varnerot: The Geographic Origin of Resources: The Emergence of a Concept of Rights
- Assist. Prof. Dr. Bur  ak Yıldız: Protection of Geographical Indication of Mediterranean Countries in terms of Turkish Law
- Seher A  ikel (TPI): Geographical Indications and Protection Systems

17:30-19:00 - Session VIII (Chair: Assoc. Prof. Dr. Selim   a  atay, Discussant: Dr.Th  odosia Antopoulou)

#### Links within the framework of Geographical Indications and Knowledge Accumulation

- Dominique Barjolle Musard: Identification Origin Connected Products and a Method for Evaluation of Sustainable Development Potential
- Collectif MediTer: Mediterranean Basin Regions: Environment, Resources and Development, Presentation of International Mediter Joint Laboratory Project
- Annarita Antonelli: Research and Education for the Evaluation of Traditional and typical Products in Mediterranean

20:00 - Gala Dinner

## 18 December

9:00 - 10:15 - Session IX (Chair: Prof. Dr. Roberto Fanfani, Discussant: Dr. Gilles Allaires)

### Critical Perspectives on Geographical Indications

- Dr. Salgur Kançal: Local Products: Utopia and Standards
- Prof. Dr. Lahcen Kenny: Moroccan Experience in Geographical Indications: Successes and Disappointments
- Antonia Koraka: PDO protected Tsakonas Eggplant of Leonidi Region: A Product with Identity that Lost its Economic Value
- Zoubir Sahli: Possibilities and Constraints in Creating a Quality Sign: A Geographical Indication for Deglet Nour Dates of Timacine in South-East Algeria

10:15 - 10:30 - Coffee Break

### 10:30-12:30 - Different Perspectives and Closing Discussions

(Chair: Prof. Dr. Jean-Louis Rastoin)

Dominique Chardon, Joan Reguant, Leo Bertozzi, Prof. Dr. Zoubida Charrouf, Assoc. Prof. Dr. Marc Dedeire, Prof.Dr. Yavuz Tekelioğlu

13:00-19:00 - Field Trip

### **A.3.2.2. Scientific Committee of Seminar**

- Selim Çağatay (Akdeniz University, Antalya, President)
- Yavuz Tekelioğlu (Honorary President)
- Flippo Arfini (Parma University, Italy)
- Habip Asan (Turkish Patent Institute)
- Yıldız Aumeeruddy-Thomas (National Center of Scientific Researches, Montpellier, France)
- Laurance Berard (National Center of Scientific Researches, Lab. Ethno-Terroirs, Bourg-en-Bresse, France)
- Jean-Pierre Boutonnet (Mediterranean Agricultural Institute of Montpellier, UMR Elevage, France)
- Genevieve Cortes (Montpellier III University, France)
- Marc Dedeire (Montpellier III University, France)
- Vincent Dolle (Mediterranean Agricultural Institute of Montpellier, France)
- Fatima El Hadad-Gauthier (Mediterranean Agricultural Institute of Montpellier, France)
- Şükrü Erdem (Akdeniz University, Antalya)
- M. Şakir Ersoy (Galatasaray University, İstanbul)
- Roberto Fanfani (Bolonya University, Italy)
- Fatiha Mort (Montpellier Faculty of Agriculture, France)
- Consuelo Del Canto Fresno (Madrid Complutensa University, Spain)
- Vincenzo Fersino (International Higher Agricultural Research Center, France)
- Alia Gana (Paris X University, France)
- Gerard Gherzi (Montpellier Social Science Institute, France)
- Georges Giraud (National Engineering School of Agricultural Activities, Clermont-Ferrand, France)
- Rachid Hamimaz (The Agricultural and Veterinary Institute Hassan II, Morocco)
- Helene Ilbert (Mediterranean Agricultural Institute of Montpellier, France)
- Helene Joly (International Agricultural Research and Development Center, France)
- Bouchaib Khadari (National Institute of Agricultural Research, France)
- A. Ali Koç (Akdeniz University, Antalya)
- Bernard Pecqueur (Grenoble Joseph Fourier University, France)

- Jean-Louis Rastoin (Montpellier Faculty of Agriculture, France)
- Bernard Roussel (National Museum of Natural History, France)
- Javier Sanz Canada (Madrid Center of Human and Social Sciences, Spain)
- Fulya Savran (Akdeniz University, Antalya)
- Selma Tozanlı (Mediterranean Agricultural Institute of Montpellier, France)



### ***A.3.2.3 Organizing Committee of Seminar***

- Yavuz Tekeliođlu (President)
- Selim ađatay (Akdeniz University, Antalya)
- Habip Asan (Turkish Patent Institute)
- Vincent Dolle (Mediterranean Agricultural Institute of Montpellier, France)
- Helene Ilbert (Mediterranean Agricultural Institute of Montpellier, France)
- Selma Tozanlı (Mediterranean Agricultural Institute of Montpellier, France)
- Rana Demirer (Research Assistant, Akdeniz University, Antalya)
- Beyhan Yılmaz-Akay (Research Assistant, Akdeniz University, Antalya)
- Mehmet Zambak (Research Assistant, Akdeniz University, Antalya)
- Ali Akay (Research Assistant, Akdeniz University, Antalya)

A.3.3. 2012 Seminar: 3<sup>rd</sup> International Antalya Seminar: Governance of Local Food Value Chains and Geographical Indications in Turkey and Other Mediterranean Countries, 10-14 October, Antalya-Turkey



### 3. Uluslararası Antalya Semineri

## 3<sup>ème</sup> Séminaire International d'Antalya

Türkiye ve Diğer Akdeniz Ülkelerinde Coğrafi İşaretler ve Yerel Gıda Değer Zincirlerinin Yönetimi

10-14 Ekim 2012 / Antalya - Türkiye

*Gouvernance des chaînes de valeur, produits de terroir agroalimentaires et indications géographiques en Turquie et dans les autres pays Méditerranéens*

10-14 Octobre 2012 / Antalya - Turquie

Düzenleyen Kuruluşlar  
Akdeniz Üniversitesi, Akdeniz Ülkeleri Ekonomik Araştırmalar Merkezi, Antalya  
CIHEAM-IAMM, Montpellier Akdeniz Tarım Enstitüsü-Fransa  
Türk Patent Enstitüsü  
Türkiye Odalar ve Borsalar Birliği  
ve  
Antalya Ticaret Borsası

Organisé conjointement par:  
Le Centre de Recherches Economiques des Pays Méditerranéens,  
Université Akdeniz, Antalya, Turquie  
Le Centre International de Hautes Etudes Agronomiques Méditerranéennes  
L'Institut Agronomique Méditerranéen de Montpellier, (CIHEAM-IAMM), France  
L'Institut des Patentes de Turquie (TPE)  
L'Union des Chambres et des Bourses de Turquie(TOBB)  
et par  
la Bourse de Commerce d'Antalya



### **A.3.3.1. Seminar Program**

#### **11 October**

##### 08:30 - 10:30 Opening Speeches

- Yavuz Tekelioğlu, Honorary president of the Organizing Committee of the 3<sup>rd</sup> International Antalya Seminar
- Selim Çağatay, Head of Economic Research Center of Mediterranean Countries, Akdeniz University
- İsrail Kurtcephe, Rector of Akdeniz University
- Habip Asan, President of Turkish Patent Institute
- Vincent Dollé, Director, CIHEAM, Institute of Montpellier
- Rifat Hisarcıklioğlu, President, Union of Chambers and Commodity Exchanges of Turkey

##### 10:30 - 11:00 Coffee Break

##### 11:00 - 12:30 Invited Speakers

- Jean-Louis Rastoin, UNESCO Chair on World Food System, “Food Value Chains based on Closeness: Challenges and Strategic Perspectives”
- Enrico Lupi, RECOMED, Mediterranean Olive Cities Network

##### 12:30-14:00 Lunch Break

##### 14:00-16:00 Seminar Session I: International Organizations Approach to Geographical Indications: Now and in the Future

Chair: Kaan Demircioglu

Reporter: H el ene Ilbert

- OMC: Thu-Lang Tranwasescha
- WIPO: Maria Paola Rizo
- EU: Egizio Valceschini
- FAO: Ay eg l Akın
- OriGIn: Massimo Victori

##### 16:00 - 16:30 Coffee Break

##### 16:30 - 18:30 Seminar Session II: National Institutions Approach to Geographical Indications; Governance of Geographical Indications

Chair: Yavuz Tekelioğlu

Reporter: S ebastien Abis

- France V eronique Fouks, INAO
- Italy: Filippo Arfini, University of Parma
- USA: Jim Bingen, Michigan State University

- Brazil: Jorge Ávila, President of Intellectual Property National Institute
- India: Kaushik Basu, Darjeeling Tea Association
- Turkey: Habip Asan, Turkish Patent Institute

19:00 Launching of the Euro-Mediterranean Forum on Local Food Products, Opening Cocktail

## 12 October

8:30 - 9:00 Opening Speeches of the Workshops

The Role of Institutions in the Good Governance of Local Food Value Chains: Florence Palpacuer, ISEM Montpellier University  
 From Internal Governance to Governance by Third Parties - the Case of "Small" GIs in France: Laurence Bérard, CNRS, Bourg-en-Bresse

9:00 - 12:30 Dairy Products Workshop:

Chair: Fillippo Arfini

Reporter : Selma Tozanlı

- France, Comte and Roquefort Cheeses under New European Union Regulation (Anne Richard)
- Greece, Feta Cheese (Konstantinos Tsibouka -Dimitris Kissas)
- Italy, The role of the Body of Defense and Management of the Governance of Value Chain of Parmigiano Reggiano PDO (Leo Bertozzi)
- Portugal, Evora and Serpa Cheeses with PDO (Luis Torres Vaz Freire)
- Turkey, Ezine Cheese (Aytaç Yıldız)

12:30 - 14:00 Lunch Break

14:00 - 17:30 Olive and Olive Oil Workshop:

Chair: Mustafa Tan, National Olive and Olive Oil Council of Turkey

Reporter: Marc Dedeire

- Spain, Territorial Governance of the Andalous PDO Olive Oils: Quality, Innovation and Marketing of "Estapa" PDO Olive Oil (Sevilla and Cordoba) (J. Moisés Caballero, Javier Sanz Cañada)
- Greece, Kalamata PDO Products (K. Liris, Messina Cooperatives Union)
- Italy, Riviera Ligure PDO Olive Oil: Essay of a Coordinated Governance (Giorgio Lazzaretti, Consorzio Tutela Olio DOP Riviera Ligure)
- Portugal, Azeite de Moura PDO Olive Oil (Luís Santa Maria)
- Tunisia, Tunisian Label of Olive Oils (Zakaria M'had, Technopôle Agroalimentaire de Bizerte)

- Turkey, Sud Aegean and Edremit Gulf Olive Oils (Veli Ercan, TARİŞ, Olive and Olive Oil Union)

19:30 - Gala Dinner

### **13 October**

Field Visit I: Finike Oranges and Pomegranate

Field Visit II: Winemaking in Elmalı Region

08:00-10:00 Travel by Bus to Finike

10:00-12:00 Visit to the Finike Producers' Union of Fruits: Celal Bülbül

Visit to Meysan Company: Akin Veziroğlu

12:00 - 13:00 Lunch Break

13:00 - 15:00 Travel by Bus from Finike to Elmalı

15:00 - 17:00 Visit to the Likia Vineyards

17:00 - 19:00 Travel by Bus to Antalya

### **14 October**

09:00 - 12:30 Fruits Workshop:

Chair: Prof. Dr. Mehmet Şakir Ersoy (Galatasaray University)

Reporter: Salgur Kançal (Université de Picardie Jules Verne France)

- Algeria, Tolga Deglet Nour Dates, Supremacy of a Terroir and Recognition of a Know-How (Fayçal Khebizat)

- Spain, Valencia Oranges (Juan Bautista Juan Gimeno)

- France Périgord-Limousin Chestnuts (Bertrand Guerin)

- Greece Organization and Dynamics of the Cooperative of "Corinthe Raisons" (Théodosia Antapoulou and Y. Panagou)

- Morocco Berkane Clementines, Fatima El Hadad - Gauthier

- Portugal Characteristics and Opportunities for the PDO Fruits of the North of Alentejo: S. Julião Cherries (Victor Dordio); Turkey, Round Hazelnuts of Giresun (Özer Akbaşlı)

12:30-14:00 Lunch Break

14:00 - 15:30 Wrap-up Session on Workshops

15:30-16:00 Coffee break

16:00-17:00 Launching the Mediterranean Network on Typical Quality and Origin Agro-Food Products Vincent Dollé, CIHEAM-IAMM

17:00 - 17:30 General Synthesis and Closing Speeches

### **A.3.3.2. Scientific Committee of Seminar**

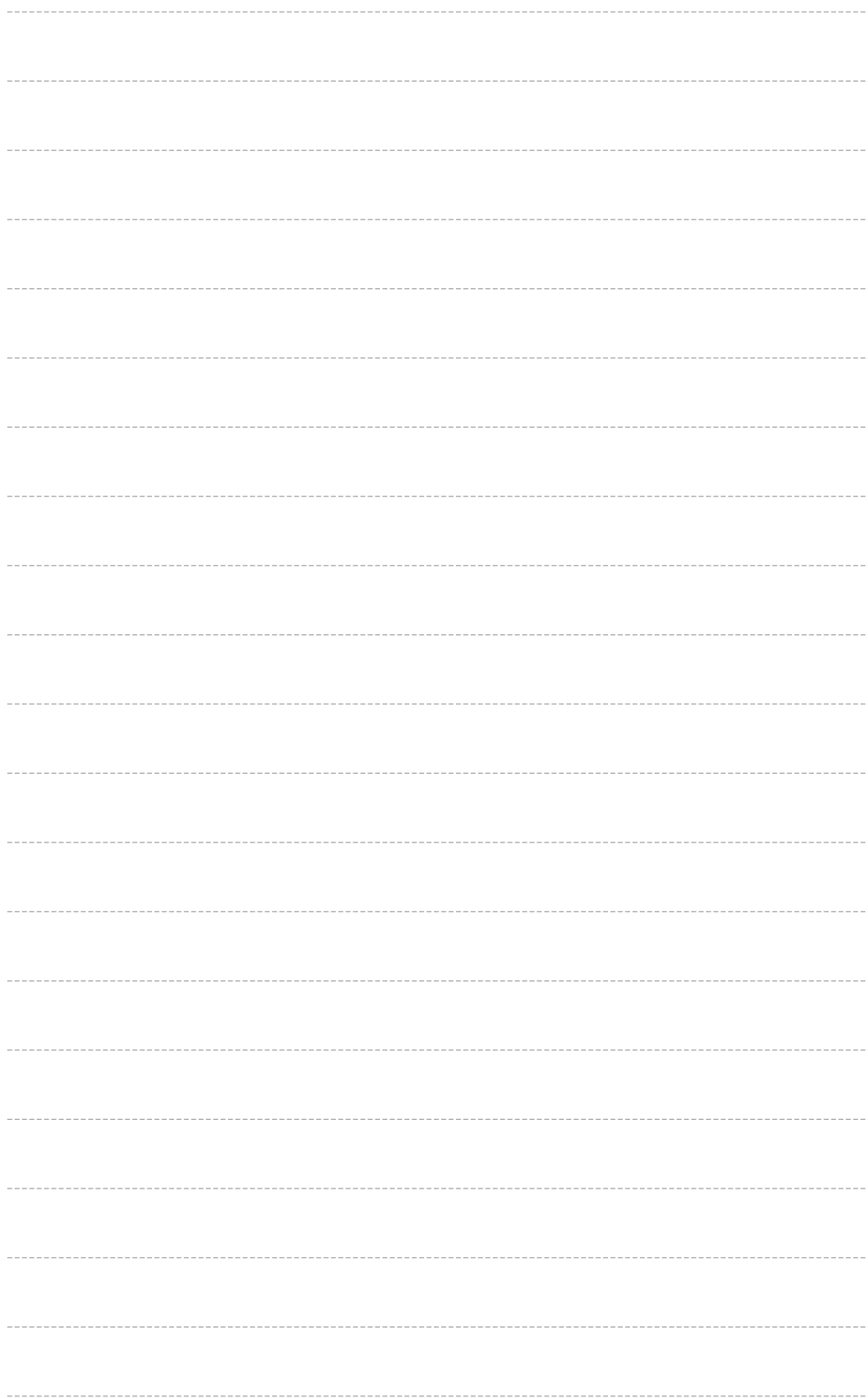
- Selim Çağatay (Akdeniz University, Antalya, President)
- Yavuz Tekelioğlu (Honorary President)
- Théodosia Antopoulou (Pantheon University, Athens-Greece)
- Filippo Arfini (Parma University, Italy)
- Habip Asan (Turkish Patent Institute, Ankara)
- Ayşegül Ateş (Akdeniz University, Antalya-Turkey)
- Abdelhamid Bencharif, CIHEAM-Institut de Montpellier)
- Laurence Bérard (CNRS Lab. Ethno-Terroirs, Bourg-en-Bresse, UMR 7206)
- Leo Bertozzi (General Manager, Consorzio Parmigiano Reggiano, Italy)
- Jean-Pierre Boutonnet (IAMM, Montpellier, UMR Elevage)
- Geneviève Cortès (Université Montpellier III, Montpellier, UMR ART-Dev)
- Marc Dedeire (Université Montpellier III, Montpellier, UMR ART-Dev)
- Kaan Dericioğlu (TOBB, Union of Chambers and Commodity Exchanges of Turkey)
- Vincent Dollé (CIHEAM-Institut de Montpellier)
- Victor Dordio (DynMed Alentejo, Evora-Portugal)
- Fatima El Hadad-Gauthier (CIHEAM-Institut de Montpellier, UMR MOISA)
- Şükrü Erdem (Akdeniz University, Antalya-Turkey)
- M. Şakir Ersoy (Galatasaray University, Istanbul-Turkey)
- Fatiha Fort (SupAgro, Montpellier, UMR MOISA)
- Consuelo Del Canto Fresno (Université Complutense de Madrid, Madrid)
- Vincenzo Fersino (CIHEAM, Paris)
- Alia Gana (Université de Paris X, Paris, UMR LADYSS)
- Gérard Gherzi (MSH-M, Montpellier)
- Dimitri Goussios (Thessalie University, Volos-Greece)
- Rachid Hamimaz (IAV Hassan II, Rabat)
- Hélène Ilbert (CIHEAM/IAM de Montpellier, UMR MOISA)
- Sayım Işık (Akdeniz University, Antalya-Turkey)
- Salgur Kançal (Picardie Jules Verne University, Amiens-France)
- Ali Koç (Akdeniz University, Antalya)
- Florence Palpacuer (ISEM, Université de Montpellier 1, Montpellier, France)
- Bernard Pecqueur (Université Joseph Fourier, Grenoble, PACTE-UMR 5194 Territoires)

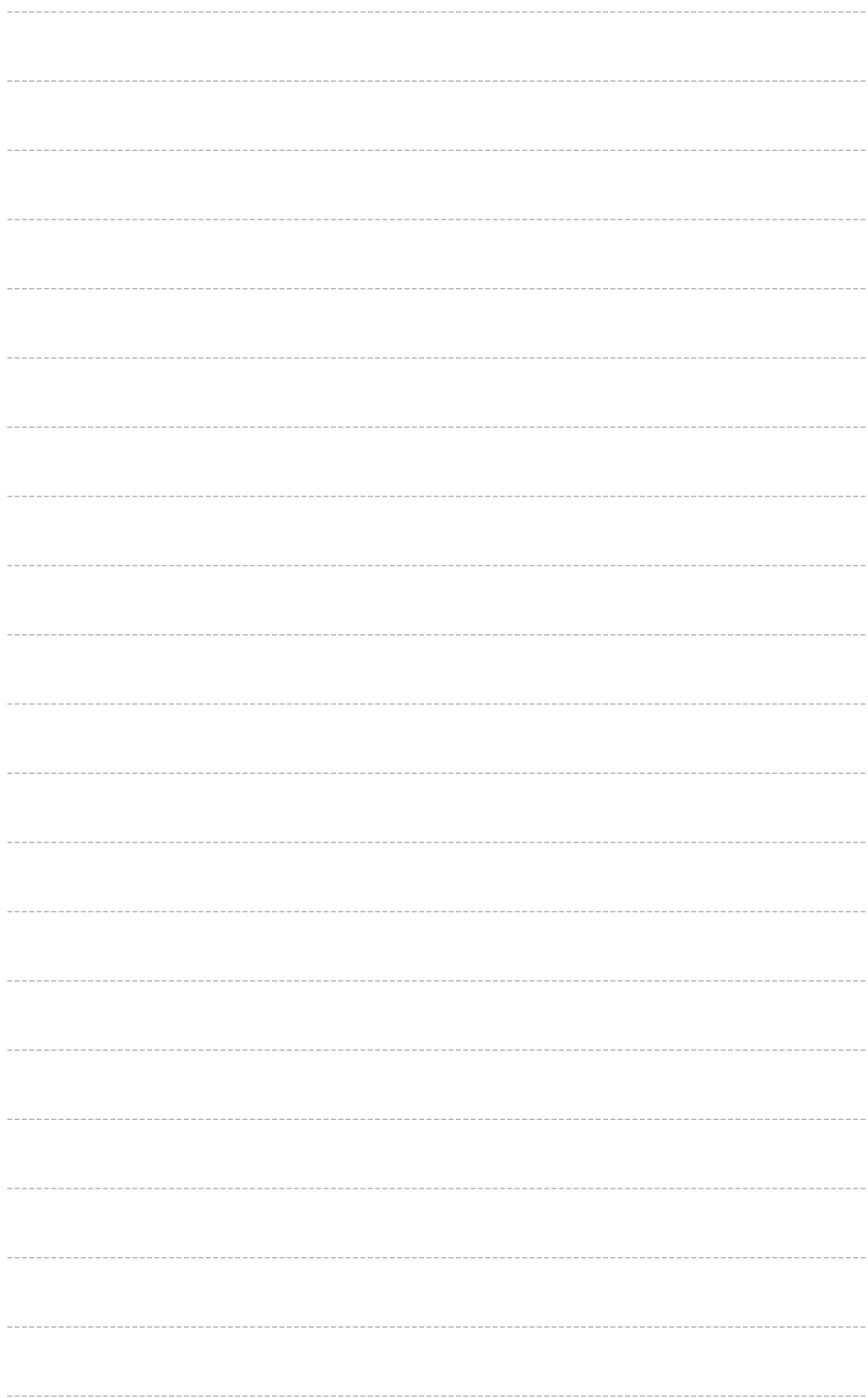
- Jean-Louis Rastoin (Professeur émérite, President of World Food System UNESCO Chair)
- Javier Sanz Cañada (Social Sciences and Humanities Center, CSIC, Madrid)
- Fulya Savran (Akdeniz University, Antalya-Turkey)
- Selma Tozanlı (CIHEAM/Institut de Montpellier, UMR MOISA)
- Massimo Vittori (Executive Officer, OriGIn, Geneva, Switzerland)

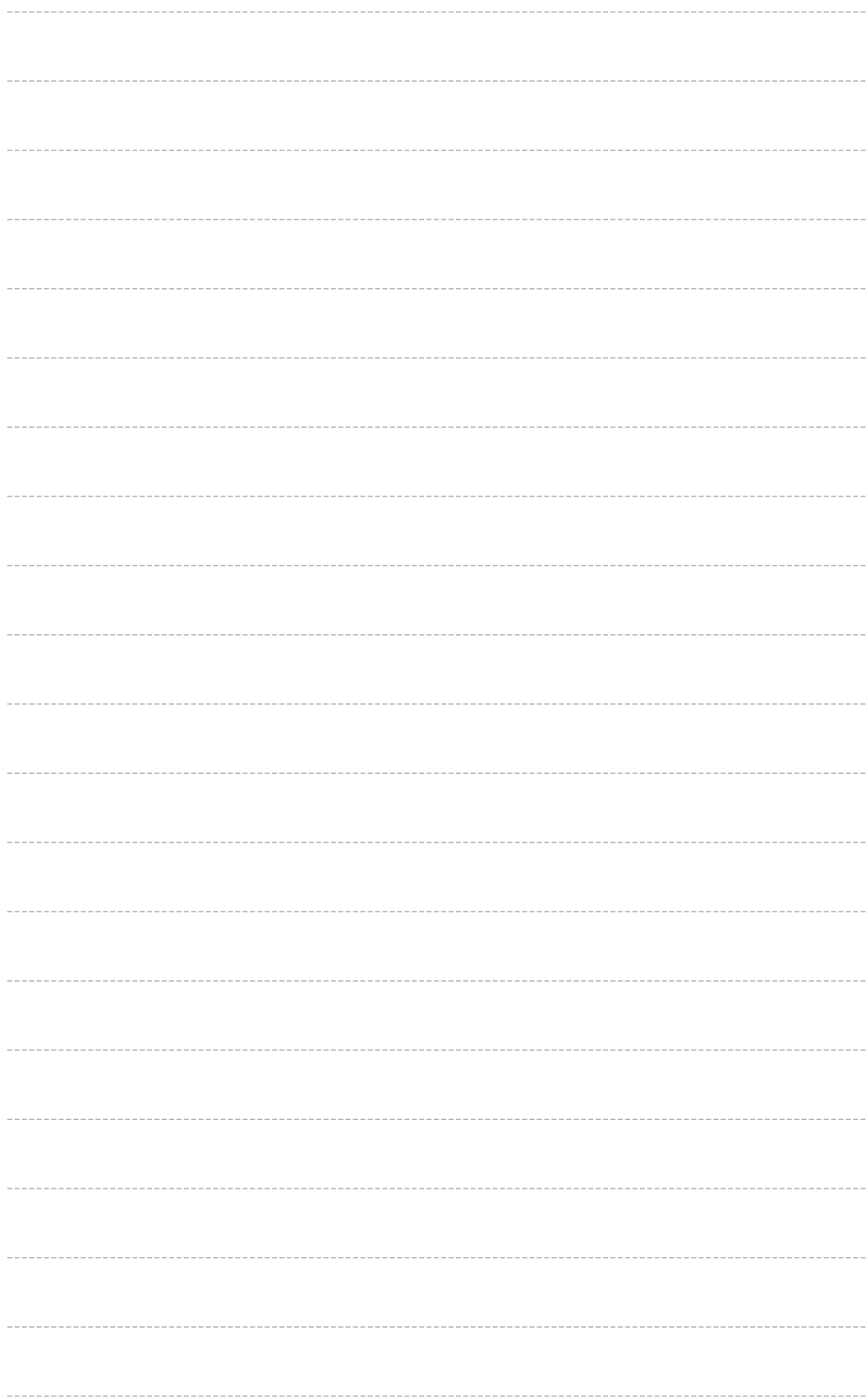
### ***A.3.3.3. Organizing Committee of Seminar***

- Selim Çağatay (Akdeniz University, Antalya, President)
- Yavuz Tekelioğlu (Honorary President)
- Habip Asan (Turkish Patent Institute, Ankara)
- Cihat Alagöz (TOBB, Union of Chambers and Commodity Exchanges of Turkey, Ankara)
- Ali Çandır (President, Antalya Commodity Exchange, Antalya)
- Rana Demirer (Antalya Commodity Exchange, Antalya)
- Vincent Dollé (CIHEAM/Montpellier Institute)
- H  l  ne Ilbert (CIHEAM/Montpellier Institute)
- Selma Tozanlı (CIHEAM/Montpellier Institute)
- Zafer Yaşar (Agency for Financial Fund for Agricultural and Rural Development, Karaman)
- Mehmet Zambak (Akdeniz University, Antalya)
- Beyhan Akay (Akdeniz University, Antalya)









# YÜciTA

Local Products and Geographical Indications  
Research Network in Turkey  
Mediterranean Seminars

2016 Number: 1

## A Synthesis of the Antalya International Geographical Indications Seminars

Scientific Editors

Ummuhan Gökovalı, Professor, Muğla Sıtkı Koçman University  
Jim Bingen, Professor Emeritus, Michigan State University

“This volume is a synthesis of the Antalya International Geographical Indications Seminars that were held in 2008, 2010 and 2012 respectively.

The volume seeks to contribute to the growing body of research on GIs in Turkey and around the Mediterranean through a review and summary of the presentations and discussions from the three Seminars hosted by the Akdeniz University, Centre for Economics Research on Mediterranean Countries.”



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