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# Watch Letter



## Labelling Mediterranean Foodstuffs: Risks and Opportunities

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**CIHEAM**  
International Centre for Advanced  
Mediterranean Agronomic Studies

## Creating a label for the Mediterranean food products ? Configuration, opportunities and constraints

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### CIHEAM

Founded in 1962,  
CIHEAM is an  
intergovernmental  
organisation comprising  
thirteen member countries  
from the Mediterranean  
Basin.

CIHEAM is made up of a  
General Secretariat (Paris)  
and four Mediterranean  
Agronomic Institutes (Bari,  
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Zaragoza).

In pursuing its three main  
complementary missions  
(post-graduate specialised  
education, networked  
research and facilitation of  
the regional debate),  
CIHEAM has established  
itself as an authority in its  
fields of activity:  
Mediterranean agriculture,  
food and rural  
development.

At present,  
Mr Adel El-Beltagy is  
CIHEAM's President and  
Mr Francisco Mombiola is  
its Secretary General.

In November 2010, the "Mediterranean diet" was added to UNESCO's Intangible World Heritage list. This distinction represents the crowning moment in an initiative by four countries: Spain, Italy, Greece and Morocco. There were very good reasons for granting it, given that the Mediterranean is the birthplace of one of the oldest civilisations based on agriculture. Its long history, ten thousand years, during which it has continued to benefit from wide ranging cultural, economic and technical cross-fertilisation, has produced a superb popular creation: the Mediterranean food consumption model (FCM). This model comprises an extraordinarily diverse range of products and also reflects the regional expertise and art of living (Balta, 2004).

According to nutritionists, this mysterious blend of material and psychological factors explains the crucial contribution it makes to human health. The prophylactic virtues of the FCM have now been demonstrated by numerous clinical studies conducted throughout the world, whose results have been extensively used in economic analyses (Regmi, 2004). However, very little use is made of this reserve of economic and social assets by the countries that accumulated it. More seriously, the FCM is gradually disappearing under pressure from the dominant agrifood model of the kind offered by the agrifood industries (Rastoin et Ghersi, 2010). If we are to promote it therefore, it would be worth considering the benefits of a labelling scheme that identifies "Terroirs méditerranéens" (TM) products in terms of their geographical origin.

### What are the benefits of a "Terroirs méditerranéens" label? What form should it take ?

In the modern world, the vast range of food products on offer may be divided into three subcategories :

- Mass-market or everyday food products, complying with standards, offering good value for money, convenient, and benefiting from powerful marketing that ensures wide distribution. These products are made by large, often multinational firms. By way of example they now account for 75% of the total French market, which is reckoned to be worth around 150 billion euros. This primary market is stagnant (with growth at around 1% per year).
- Terroir or high quality speciality products, having a Geographical Indication (GI), "traditional specialty guaranteed" (TSG) accreditation and/or a quality label (such as the French "Label Rouge"), produced by farms, very small enterprises (VSEs) or small and medium sized enterprises (SMEs). They account for around 20% of the total food product market in France and are experiencing considerable growth (from 5 to 10% per year).
- Innovative products intended to cater for the health food market, which have 5% of the market and a strong growth rate (above 15%).

The importance of terroir products varies from one country to another. The market extends beyond national boundaries and may be one of two types :

- Local and national : the market depends on the consumption model, which in many countries, notably in regions that have been home to ancient civilizations like the Mediterranean Basin, attaches particular importance to traditional products.
- International: the market is stimulated by the development of tourism, provided that the tourism industry favours local products (which is certainly not always the case). Indeed, the discovery of local products by tourists may give rise to flows of "exotic" exports.

Terroir products may therefore be said to be at the interface between the local and the global. The growth in sales of terroir products is shown by the substantial increase in IG labels in the European Union (EU), the number of which has almost doubled in the past ten years to more than a thousand, 80% of which are from Mediterranean EU countries. In this connection it must be borne in mind that any product complying with Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) standards may apply to the European Commission for GI accreditation, whether its place of origin was a

member country or a third country. Through regulations EC 2081/92 and EC 2082/92 issued in 1992 and the European Community introduced a system to protect designations of origin, which was modified in 1996 by Council Regulation EC No 510/2006. We may be surprised to find that of the countries to the south and east of the Mediterranean (PSEM) only Turkey has taken this step. Indeed, this accreditation offers socio-economic recognition and legal protection in a market of 500 million consumers. However, we will note that the increase in GIs is a recent development in the PSEM countries and that the Moroccan authorities are particularly eager to make a bid for this strategic niche market.

With the industrialisation and globalization of its production, food is now tending to be taken for granted. Nevertheless all the surveys show that consumers continue to value quality and social factors as far as food is concerned. How are we to achieve food security in the broad sense of the term as defined by the FAO in 1995? If we are to meet this goal the supply model must be tailored to the production of healthy, varied food which has a high organoleptic quality and gives rise to a sociotechnical culture. Local supply chains offer a possible solution. They make for a terroir based strategy and provide products whose origin represents an essential attribute. However, they can only be effective if they incorporate modern means of identifying products, which means that consumers must know how to read these identifying marks (Codron et al., 2006).

In the highly competitive context of the agrifood markets, strategic factors for small enterprises are the quality of the products, and the identification of products and communication. In the EU we have an excellent means of showing the origin of products in the form of the PDO-PGI-TSG system, whose specifications contain clauses on the organoleptic quality of products and on manufacturing processes. However it is characteristic of GI products (with some exceptions, such as Parmigiano Reggiano and Roquefort cheeses) that they are produced in small volumes.

We might therefore consider establishing a “Mediterranean terroir” label, which would take the form of a macroregional umbrella certification, attributed upon application by producers to Mediterranean products that complied with a set of specifications, had been granted official recognition under their national regulations, and were included in the EU's GI register.

The international regulatory framework for GIs is currently defined by the ADPIC-TRIPS agreement signed in 1995 when the World Trade Organisation was founded (WTO articles 22 to 24) observance of which is however by no means mandatory. The European regulation of 1996 allows for the coexistence of a GI and an existing brand (Arhel, 2007). The TM label might likewise apply to enjoy the benefits of the World Intellectual Property Organization's Lisbon system, which manages the Lisbon agreement on GIs, as well as taking advantage of UNESCO's recognition of the Mediterranean diet.

### **Legitimacy and relevance of the “Terroirs méditerranéens” project**

We have put forward a number of arguments in favour of developing Mediterranean terroir products in the previous section. We can summarise them here under three broad issues.

First of all, that of the link between public health and the FCM. The very favourable response to the Mediterranean diet is part of the reaction to numerous crises, notably health related, that have affected the agrifood sectors and is relevant to the search for a “prophylactic diet” to counter the growing problem of obesity and food-related diseases, which account for more than half of all deaths in the world (for example, type 2 diabetes and cardio-vascular diseases are very much on the increase in the PSEM countries).

Second, terroir products represent an appropriate response to sustainable development issues: protection of biodiversity and management of natural resources through diversification of agricultural production systems and technical itineraries, equity through job creation, promotion of economic activity in the territories, and participative neighbourhood governance (Tekelioglu et al, 2010).

A further argument is supplied by globalisation. All countries and all entrepreneurs in them are looking out for opportunities to develop trade. The Mediterranean diet provides the agrifood sector with one such opportunity. So wherever there is a Mediterranean-type agroclimatic environment, perennial crops adapted to the specific conditions are developed. One such crop was the vine, which was developed some years ago in Australia as part of “Vision 2025”, the goal of which was to make the country the world's leading wine exporter by the year 2025. We are now seeing the development of olive growing in Australia, Chile and California, which obviously means that traditional producer countries are facing fierce competition from countries in the Americas and elsewhere.

If the market share of Mediterranean products is to be maintained or even increased, it is therefore essential to take active steps to ensure that full advantage is taken at local level of the expanding market in Mediterranean FCM products. Only with a regional label will it be possible to mobilise sufficient resources to build up our reputation internationally. Indeed, every GI product necessarily has a low turnover and cannot therefore be effectively marketed individually. The role of an umbrella brand such as the TM would be to make significant funds from different sources available to the VSEs/SMEs that created it. The use of goal congruence in marketing demonstrates the value of enhancing a company brand with an indication of the origin of its products (Aurier and Fort, 2007). The propagation of the collective TM brand might benefit from the recognition given to the Mediterranean diet by UNESCO.

The TM project rests on three institutional columns: the public health aspect is in line with action taken by the WHO since 1996, the cultural element is confirmed by UNESCO's recognition of the intangible heritage it represents (2010) and its political and economic importance is reflected in the programme currently being drawn up for the Mediterranean part of the European Neighbourhood Instrument (ENI).

### **Constraints on the “terroir” label**

Obstacles to taking full advantage of the opportunities just listed are numerous but not insurmountable :

- Lack of competitive pricing as a result of the small scale of output. Large multinational firms are highly competitive in the agrifood markets on account of their financial, commercial and technological prowess.
- Lack of organisation in the sectors, whether at production level or in trading circuits. In the PSEMs the agrifood sectors are badly structured or even non-existent, given the lack of strong professional organisations in agriculture, IAA's and trade and especially the absence of interbranch organizations.
- Individualism on the part of producers, whether farmers, heads of agrifood VSEs/SMEs, and opportunism on the part of traders, so that any collective action lacks continuity and coordination.
- Problems in ensuring that products comply with national and international standards owing to the inadequacy of the regulatory system and above all to the difficulty of applying controls and sanctions in the informal economy.
- Poorly qualified workforce: illiteracy levels are high in rural areas and not many graduates enter the agrifood sectors on account of low salaries and difficult working conditions.
- Gaps in the knowledge and education of consumers: labelling standards pertaining to the nutritional properties and geographical provenance of food product ingredients are not stringently applied and consumers associations are still in their infancy.
- Lack of political will to take collective action in the Mediterranean and low priority given to food matters – despite the alerts sounded by the WHO and the FAO – as the food market crises of 2007/2008 fade into oblivion.

These problems can be overcome first of all by raising awareness of the strategic issue of qualitative food safety in the Mediterranean and by incorporating this theme into national policy (Pillar 2 of the Green Morocco Plan takes this point into account), the UfM and/or the EU neighbourhood policy and into major reforms, such as that of the post-2013 CAP. We know which resources need to be mobilised: significant amounts will have to be invested in knowledge (R&D, whether it concerns products, technological processes or organisation) and in training and public relations.

### **A few operational recommendations**

As we have shown, the Mediterranean diet paradigm is conducive to progress in public health, market presence and local sustainable development. Given that this sector is a source of wealth, it is beginning to be exploited by regions that are outside the Mediterranean but are capable of producing typically Mediterranean specialities such as olive oil, citrus fruit and wine. As a matter of urgency therefore, the Mediterranean countries must press their historical and cultural advantage, which is moreover threatened in their own markets by the growing prevalence of the western food consumption model. A number of suggestions might be put forward at different levels: institutional, financial and professional.

In light of the foregoing, the label “terroir méditerranéen” might be established as a collective brand to be shared by any countries in the Mediterranean zone who so wish, either under a governmental or a private agreement. The proposal might be put forward by ministers of agriculture. Another solution might be to rely on regions and provinces of countries in the Mediterranean basin (for example through the association of the Mediterranean regions of the European Union or the Euro-Mediterranean Parliament. If this public approach proves unsuccessful, the question of a public brand might be considered in an international forum involving associations, such as the OrIGIn (Organisation for an International Geographical Indications Network), which brings together more than two million farms and cottage industries producing GI products in 35 countries. Lastly, the label could be created at the initiative of agricultural producers and agrifood companies with Mediterranean GIs.

To fund this promising structure and define its work, it will be necessary to look first of all to the EU (neighbourhood policy) and to the states and international organisations involved. After that, public funding might be reduced and partly replaced by funding from producers and from amounts levied on the sales price of their products. There can be no doubt that cooperation with the EU and Mediterranean EU member countries, which have considerable expertise in the field of GI, will be an important factor in the success of this project.

The amounts raised might provide for various operations: the establishment of a fund to promote the label and the setting up of an agency to help create or revitalise the national institutions responsible for managing PDOs/PGIs in the PSEM countries and to give advice to producers and their organisations. The “terroirs méditerranéens” project will modernise the sector and improve the socio-economic outlook. It also has considerable potential for reviving a very important part of the Mediterranean heritage, which is capable of producing wealth in many ways. The problems of implementation seem paltry compared with everything that is to be gained. Getting this project off the ground would seem to require a public, governmental and/or regional initiative, given the fragmented structure of production and the current lack of collective action in the Mediterranean agrifood sectors..

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## Is the European Union food quality system the most appropriate for all Mediterranean countries?

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### CIHEAM 50 Years Old

In 2012, CIHEAM celebrates its fiftieth anniversary. This marks a high point for this institution, which since its foundation has sought to foster relations between people through its educational work and to promote scientific and technical cooperation through its networks. These networks are founded on mutual trust and hope.

Each MAI will organize one special event linked with the Institutional priority action fields 2011-2013. At the General Secretariat level, the efforts will be focused on two major events: the 9th Ministerial meeting in Malta (26-28 September 2012) and an International Seminar dealing with "Quality and Marketing for Mediterranean Foodstuffs".

### European Union regulations for protected quality food

Three Mediterranean countries (France, Italy and Spain) have had a great influence on the implementation of rules to protect food origin under certain quality conditions and norms in the European Union (EU). This approach has been extended to other EU countries and several logos have been established. Consumers have raised their awareness, with more or less intensity, depending on the country and geographic area. Foods enhancing their origin are typical of the regions where they are produced and they have usually limited markets, with respect to sold quantities and geography as well. Only non perishable products and products which are able to stock have greater opportunities to be present in faraway markets. There is a whole range of products such as wines, meats, cheeses, olive oil, fruits, vegetables, etc. Some of them are more typical of the Mediterranean area. EU rules differentiate among products with Protected Designation of Origin (PDO), Protected Geographic Origin (PGI) and Traditional Specialty Guaranteed (TSG).

PDOs have more demanding rules than PGIs, but they have had quite similar labels not favouring distinction among consumers. Promotion of PDOs and PGIs do also promote the names of regions where they are produced. Then, there is an interaction between agro-food products and the use of the territory for tourist purposes. PDOs and PGIs labels do not have great consumers' recognition, but it is when they are linked to specific products when they have the greatest impact. Significant controversies exist with products, which carry names of EU regions, when they are used in other countries. The names of EU countries can not be used as a generic name to promote products produced in each country. Consequently, propositions to use generic names covering large areas, such as the Mediterranean, including several countries should be carefully considered.

TSG products are not linked to an origin, but to products' traditional characteristics. The same happens with organic products and other local quality labels promoted by regional authorities. Altogether, it could be considered as the EU food quality system. In all of those cases consumers value quality products, but they do not necessarily know their origin unless they are produced in nearby areas where they are consumed.

### Some patterns to achieve success

Some products with Designation of Origin have been in the market for decades, but their success is not necessarily related to the time their quality rules have been applied. There are many examples of products that have reached a remarkable market position in a relative short period of time. Collective action among stakeholders is as important as the quality of the product. Designation of Origin products are organised around regulatory councils, where partners mix collaboration and competition. Success is reached to the extent that collaboration is greater than competition. Decisions are taken into consideration with the different opinions from stakeholders along the supply chain, mostly producers of commodities and raw materials jointly merged with industrial transformers and sometimes there are also distributors and consumer associations. This peculiar way of getting together is not used in other products because collective decisions do not affect so closely to all partners.

The closer consumers are physically to producers of typical products the greater is the identification between those two groups. Not only is the consideration about the quality of the products but there are also emotional links between them. This is commonly the reason why most typical products, with a distinction of a designation of origin, have limited production and their markets are closer to the place where they are produced. This is a fundamental value for most typical products, but they have the disadvantage that their limited production does not let them reach faraway markets. Only products such



wines, which are not perishable and do not need to be refrigerated, find easier logistics advantages. This allows small firms to sell all over the world if market favourable situations exist.

On the other hand, typical products with designation of origin, when they are sold away from their close natural markets environments, where they are not known, they have to be launched as new products. This requires a large amount of money for promotion purposes, which is difficult to find, although public administrations usually help producers. This reason, jointly with the small dimensions of firms, is a clear determinant to refrain its market expansion.

Distribution systems, especially distribution chains, require great volumes and typical products do not usually reach their needs. This is a clear disadvantage to get away from traditional shops and short circuits. The small quantity produced puts limits on meeting new consumers. Managers of establishments pertaining to large distribution chains are prone to have local products, although they are not sold in great quantities and their rotation in the shelves is limited, however consumers like to have them because they increase consumers loyalty. They usually find great resistance from managers, at central headquarters, because they only measure quantities sold and consequently profits, but they are not able to analyse other consequences.

### **Application of the EU quality system to other Mediterranean countries**

Non EU Mediterranean countries, when they create or reinforce quality systems, have to bear in mind their national and international markets. Developing countries face internal markets with less exigent quality requirements than developed countries and most of their consumers are not willing to pay premium prices for products with extra quality conditions, as existing with Designation of Origin products.

Consumers' needs and their willingness to pay are fundamental to evaluate the most appropriate quality systems. Nevertheless, public administrations intervene to improve their agro-food sectors considering that agro-food chains have real possibilities to implement their rules. This process requires an evolution that takes several years.

Non EU Mediterranean countries have to decide their most appropriate quality systems. It seems that the most immediate answer for their implementation could be to take into consideration their exports to EU countries. It has taken many years to establish quality rules in EU countries and raising awareness among their consumers. Non EU Mediterranean countries should take advantage and play with the same approaches as they also produce similar Mediterranean products. However, making effective quality rules requires time and carries over extra costs, which are not easy to recuperate in the short run. It also implies better organisation schemes and different ways to understand collective actions. Non EU Mediterranean countries might face some advantages and disadvantages, if they apply the EU quality system :

#### *Advantages*

- The EU regulatory quality system has been developed based originally on accumulated experience by three north Mediterranean countries: France, Italy and Spain. EU regulations did originally evolve from rules applied in each of those countries and their implementation has involved all stakeholders: producers, transformers, distributors, control authorities and regulatory councils, etc. Later on, many other countries adopted those rules and contrasted their applications. Implementation has taken many years and other Mediterranean countries should benefit from those experiences.
- The EU quality system includes a set of clear definitions of protected products linked to their origin, such as PDOs and PGIs, in addition to other quality labels not linked to specific origins, such as TSGs, organic products, etc. That mix provides a wide range of possibilities for quality food products.
  - The EU quality system complies with global rules discussed on international forums such as the World Trade Organisation. Followers should be sure that those rules will be defended if conflicts exist among countries. Registration of trade marks and their applications have been already in practice.
  - The EU gathers 27 countries and near 500 million people being the largest importer of food products. This also implies clear opportunities for non EU Mediterranean countries if they sell food products with recognised labels and quality schemes by European consumers. The EU is the natural market for non EU Mediterranean countries because of its proximity and markets links.

- The EU quality system is part of its rural development policy, adding special value to their territories helping promotion of rural tourism strategies, recreational function activities, etc. Thus, it enhances territorial multifunctionality improving local demography tasks, especially the role of women.
- The EU systems will improve with the next “EU Quality Package 2010”. It is the result of three years of extensive consultation and participation of stakeholders and it opens the way to a more coherent agricultural product quality policy. The adoption is expected by 2012 and other countries could take advantage of this dynamic system.

#### *Disadvantages*

- The EU system might be not compatible with some regulations of non-EU Mediterranean countries. In some countries there are differences in definitions and production approaches. Some of them could be easily changed but others might require great efforts.
- There are great differences between the EU Mediterranean countries experiences (France, Italy and Spain) and non-EU Mediterranean countries on the development of food products with specified origin. It can be contrasted by the number of recognised locations and products with origin labels.
  - Some non-EU Mediterranean countries might not fully enforce international rules related to origin labelled production systems and property rights requirements. This could generate some problems especially for exports going to the EU. They should decide whether to implement rules or avoid their application, but being aware of the consequences.
  - Most countries have non structured food supply chains, which is of particular importance to apply rules to food quality products. Understanding and cooperation among food supply chain stakeholders takes many years. Organisational aspects might take longer than improving products' quality attributes.
  - The choice of the EU food quality system for non-EU Mediterranean countries might require a cost-benefit analysis and an assessment of the existing institutional capacity related to each product. It is important to define medium term objectives with clear ideas about the markets where products should be located.

#### **Concluding remarks**

Non-EU Mediterranean countries could benefit from the implementation of the EU food quality system, but they could also face great difficulties. Immediate results are almost impossible to achieve and producers could be deceived as it has happened in many other countries. EU Mediterranean countries could play an important role by means of cooperation, both economically and institutionally. It is another way to strength links among Mediterranean countries.

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## Labelling terroir products in Morocco: Progress and future challenges

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### FORESTERRA

Coordination of  
forestry research in  
the Mediterranean  
Region

CIHEAM has become a full partner of Foresterra by taking the responsibility of the Work Package (WP) "Spreading Excellence" that encompass dissemination activities necessary to ensure the effective and efficient exploitation of Foresterra results.

This WP will disseminate the project and its impacts across the scientific community and the forestry sector, including policy-makers and relevant stakeholders, as well as to other relevant sectors: agriculture, energy, water, etc...

Morocco occupies second place in the Mediterranean Basin in terms of its biological diversity. The multiplicity of its bioclimatic stages, the wealth of its flora and fauna and the centuries-old expertise of its rural populations have combined to produce a vast array of terroir products commonly known as "Beldi" products (referring to the "bled" which is the Arabic term for a person's country or place of birth). They are extremely varied and include forest products like lichens, mushrooms and medicinal plants, agricultural products eaten raw like figs, grapes and pomegranates, and processed agricultural products like argon oil, olive oil and traditional prepared meat products.

For all these products geographical origin is a critical factor in the determination of quality. Indeed the names of certain products included a reference to their place of origin long before the introduction of GI labels (Taliouine Saffron, El Kelaa Mgouna rose water and Chefchaouen Jben, for example). The common characteristic of these foodstuffs is that they are all produced on small farms located in isolated geographical areas (oases, mountains, etc.) where levels of poverty and illiteracy remain higher than in other agricultural areas across the country.

### First attempts to upgrade products

Peasants and small farmers have long been aware of the importance of upgrading their output. They have for example developed cottage-industry techniques for drying, grinding and processing terroir products so that they keep longer and can be used to supply local markets throughout the year. As a result of their efforts in this area, farmers in marginal agricultural zones have been able to derive significant and regular income from terroir products. For fruit, as for vegetables, meats and herbs, different regions of Morocco draw upon their own innovative local expertise in techniques used for processing (extracting oil from argan or preparing Tahlaouite from dates), preserving (using marrows as a means of preserving medicinal preparations) and drying (figs, saffron and certain fruits such as apricots).

### Upgrading through organic certification and geographical indication

From 1992 onwards the upgrading of Moroccan terroir products reached an important turning point with the introduction for the first time of the organic label (Kenny, 2001). The label was first applied to argan oil before being extended to other products such as capers, saffron, rose water, aromatic and medicinal plants, and olive products (oil and table olives). The main reason for adopting the organic label was to gain access to the European market. Moreover, pending validation of the national regulations governing organic production, certification was based on European regulations.

The adoption of quality labels based on geographical indications (PGIs and PDOs) dates back to 2006 when the Region of Souss-Massa-Draa first applied one to argan oil (Kenny, 2009). This first experiment coincided with the initial work by the ministry on drafting the Moroccan law on geographical indications, which was finally enacted in 2008 (Bendriss, 2009). The law on "origin and quality markings on agricultural products and foodstuffs" covers three quality markings: Geographical indication (GI), Appellation of Origin (AO) and Agriculture Label (AL). So far these labels have been granted to argan oil, Tyout Chiadma olive oil, Taliouine saffron, El Kalaa rose water, Majhoul de Tafilalet dates, Berkane clementines, Ait Baamrane figs, Chaouen goats' cheese, and Béni Guild lamb and milk-fed lamb. Eight other products are in the process of obtaining labels, namely Oriental truffles, Boufeggous dates, Jihel dates, Aziza dates, Le De Tafilalet gumbo and Irich honey.

### The Green Morocco Plan and terroir products

The launch of the Green Morocco Plan (GMP) made 2008 a pivotal year for terroir products. The second pillar of this strategic plan made small and medium sized agriculture and product upgrading central issues in the ongoing debate and essential features of rural development programmes.

The project launched under the MGP involved structural and organisational reforms and financial and institutional support for professional groups (Merghi, 2009). As to the structural component, the MGP has for the very first time enabled the Ministry of Agriculture and Maritime Fisheries to establish two new Divisions, which are expected to play an essential role in the task of upgrading terroir products: the Terroir Products Division and the Labelling Division. One of the first projects to be set up employing these two divisions consisted of a series of studies in 16 Moroccan regions, which were designed to identify and list all terroir products, both agricultural produce and foodstuffs, and to devise upgrading projects involving labelling, processing and marketing procedures.

These studies highlighted the existence of more than 100 potential products. The GMP strategy has also led to broader consultations with farmers and operators in different sectors, which are intended to intensify their involvement in the promotion of these products. The consultations culminated in the signing of programme contracts requiring professional and financial commitments on the part of both parties for periods of 10 years. Some of these programme contracts are currently active, notably those involving the argan tree, organic agriculture and date sectors.

### **Impact of labelling**

Although it is too early to assess the impact of labelling projects on the economic development and sustainability of the production systems in the terroirs concerned, it is nevertheless possible to offer a few comments and observations on the initial results of the organic and PGI labelling projects that have been in progress for several years and concern flagship products such as argan oil and Talioune saffron.

In the case of these two sectors, one of the positive effects of labelling (organic and GI) has most certainly been the increased visibility of their products in the eyes of foreign consumers, especially European and American ones, which is reflected in a distinct rise in exports to these countries. Now that they have been labelled, argan oil and Talioune saffron have achieved a reputation and distinction that have attracted national and foreign investors who are interested in marketing and export opportunities. The same effect has not however been observed at national level where the Moroccan consumer continues to appreciate the reputation and quality of these products because they are associated with the sociocultural concept of "Beldi".

At international level the PGI label has enabled professional organisations to lay claim to the term "argan" or "argane", which has been the object of numerous attempts at misappropriation and illicit patenting in many countries. Attempts to counterfeit Talioune saffron have also been recorded.

The Moroccan experience has also shown that the simultaneous adoption of organic and GI labels has been of great help in making production systems more sustainable, at least in the case of Talioune saffron (Kenny, 2011). Indeed Moroccan regulations on origin and quality markings (SDOQ), like those of other countries, and even those of the European Union, neither impose nor recommend agricultural practices likely to improve the technical behaviour of crops. A product with a GI label will therefore continue to be threatened if technical and agricultural precautions are not taken, as they probably will be if the organic label is adopted. GI labelling thus supplements organic certification and other upgrading measures taken both downstream and upstream from the sectors.

Socially, the adoption of labels has acted as a particularly powerful lever in bringing producers together in associations, cooperatives, Economic Interest Groups (EIGs) and companies. Morocco's argan oil and saffron sectors, like all those specialising in terroir products, suffer from a blatant lack of organisation and structure. In the case of argan oil, and thanks to the GI label, the number of women's cooperatives has risen from about a dozen in 1996 to more than 143 involving some 3,000 people (Youssofi, 2011). Since 2009 these cooperatives have been working with the argan tree users' association, the association of private companies and various other public and private institutions under the umbrella of the Association Marocaine de l'Indication Géographique de l'Huile d'Argane (AMIGHA). This association, now the sole official representative and spokesperson of the argan sector, recently signed an ambitious programme contract with the government. A similar trend has been observed in regard to the AOP saffron label. In the latter case the adoption of the label, which took more than two years, served to organise hundreds of producers scattered across a vast territory into cooperatives and EIGs, enabling them to share expertise and harmonise collecting and drying processes and thus ensuring that their products met the premium quality standard for which the PDO label was granted.

### Future challenges

From the economic and commercial standpoint, the few experiences of labelling have shown that it causes production costs to rise by 10 to 20% and as much as 40% in the case of a premium brand. Moreover the bulk of the capital gain is often taken by intermediaries and exporters. On the other hand, in places where supply chains are shorter, the profits made by producers are higher and the effect on income is significant. However, it is no easy matter to set up short supply chains in a rural context characterised by widespread illiteracy, geographical isolation, poor infrastructure and difficult market access. The challenge raised in this situation is that of being able to provide small farmers' cooperatives with ongoing support so that they might reap the benefits of win-win partnerships with private companies (national and foreign) and ensure that such partnerships are based on aggregation rather than predation models thus complying with the GMP strategy.

The input of private capital input has been beneficial in some cases and catastrophic in others. It has certainly helped bring the sector up to standard, particularly in its downstream reaches (with the acquisition of machinery, innovation in packaging, extraction and other methods), but has brought virtually no advantage upstream and private investors frequently take the lion's share of the capital gain accruing from the upgrading operation.

The second challenge is an environmental one in that labelling does not unfortunately go hand in hand with the conservation of the agricultural and natural resources that are the basic components of the labelled product. By way of example, the attribution of organic and GI labels should in theory ensure some degree of conservation. It does so in the case of saffron but not in the case of the argan tree, a forest resource, which has been threatened with over-exploitation for many years and, paradoxically, is becoming even more so on account of the attribution of the quality labels (organic and GI), which are supposed to protect it. The great challenge here is to associate the use of the label with the conservation of the resource.

To sum up, the major challenge for Morocco, as for all developing countries that are attempting to adopt a system of labelling as part of a rural upgrading and development process, is to reconcile theoretical objectives with realities on the ground and as far as possible conduct the process with an eye to sustainability.

### Conclusion

Over the past five years, Morocco has made a commendable effort to provide for labelling procedures in its agricultural development programmes, but is still beset with problems that can only be resolved in the context of a programme based on cooperation and consultation with other countries in the Mediterranean Basin. The creation of a "label méditerranéen" for agricultural produce and foodstuffs of Mediterranean origin would be a favourable context for such a cooperative venture, given the similarity of the problems faced and objectives sought. The establishment of such a label will serve to provide increased protection of the shared Mediterranean heritage, which is the result of centuries-old interaction between man, geography, climate and culture, and to further the worldwide recognition of the Mediterranean diet. A label that guarantees the quality of the foodstuffs forming the basis of this diet can only strengthen the credibility and highlight the outstanding qualities of the Mediterranean Region as a whole.

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## A Mediterranean Brand with consumer participation.

An experimental model for a shared guarantee in the agricultural/restaurant production system.

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### MEDITERRA 2012

The new report *Mediterra* addresses "The Mediterranean Diet and Regional Development".

Produced in partnership with the European Institute of the Mediterranean (IEMed) and the Fundación Dieta Mediterránea (FDM), the report will be published in French, English and Spanish in March 2012.

With the 22 articles that make it up, the report on the Mediterranean diet (MD) sets out to aid understanding of three main themes: it seeks to cover all the challenges and questions associated with the different issues raised; it is concerned to outline the controversies raised by the MD in order to fuel scientific discussion; and it sets out to use the MD as a means of implementing responsible development strategies and multilateral cooperation.

Every Mediterranean branding project applied to food and to the consumption of "Mediterranean style" foods or "Made in Med" must compete with the general dynamics of consumption on the one hand, and on the other hand with some factors intrinsic and specific to the Mediterranean area. The present article proposes an introductory summary on this topic, and then presents and analyses a case study of "Mediterranean branding" promoted in the agricultural/restaurant system via certification.

### Development of the consumer

In today's world, the definition of "consumer" no longer seems able to express adequately the present or emerging patterns of consumption (Fabris, 2003). The consumer of the first era of modern marketing, considered a weak and easily influenced victim of advertising which only aimed at persuasion, was already in decline already by the 1970s with the so-called "cultural studies" (which started to highlight the consumer's "creativity") and the advancing role of computerized media (Arvidsson, 2010). A few years later, new components of consumption (experience-emotion-individual, relationship, community) appeared on the scene (Grandi, Miani, 2006), along with new definitions of the consumer (consumer/citizen, prosumer, person, consumer community, etc.). These were accompanied by just as many developments and schools of marketing thought and business communication: relationship marketing, the question of branding, Mediterranean marketing or neo-tribal marketing, are just a few examples.

In order to understand these developments better, they should be put into context with the general changes to society and the economic system. Like, for example, the development of classic Fordist capitalism towards a new form of capitalism, which many analysts label as "cognitive capitalism", meaning based prevalently on the production of intangibles and information, and is carried out with the important aid of the processes of increasing media use (Arvidsson, 2010). Or, from another viewpoint, to the transition from a "solid" modern era of producers, with strict rules, stability and duration to a post-modern era (the present) of unstable and volatile consumers, creating a "liquid society" (Bauman, 2008).

In all cases, the result we see is the present day consumer characterized in terms of greater mobility. A consumer who develops a tendency towards consumer "polygamy". This means an increasing tendency of "promiscuous" consumers to maintain a less orthodox and faithful relationship with the same brand, tending rather to define their own selection of brands among which to make their purchases (Grandi, Miani, 2006). At the same time we see a consumer figure who is gradually acquiring greater awareness and independence, participating or else wanting to participate or to contribute in some way also to the production of goods. And who, in short, is a new subject for businesses and their communication strategies, in comparison with the recent past. Every branding project must now take account of this fact.

### Specificity of the food business in the Mediterranean area

Together with consumer development, it is also important to take account of the specificity of the physical and social space of the Mediterranean countries, starting with the size of businesses, which are known - especially in the agri-food sector - to be small and medium farms. This is the necessary starting point for a Mediterranean Brand; it is necessary to take account of the difficulties involved in the organization of this kind of business, but at the same time to succeed in valorizing the aspects making them distinctive.

From this point of view, craftsmanship and origin appear to be two central elements, deserving an even more careful re-evaluation at a time when other areas of the economy seem to take a new interest in these aspects (Bucci, Codeluppi, Ferraresi, 2011). In any case, when talking about agriculture and Mediterranean food products, there is no need to introduce craftsmanship and origin; these are already connotations of the existing models, from the process of agricultural production to the processing of the thousands of food specialities. Not to mention the restaurant sector and more generally meals provided outside the home; just as for the agro-food system, there is no lack of expression of Mediterranean specificity. This is expressed in the quality and uniqueness of dishes and of preparations (Italian regional,

Lebanese, Moroccan regional, French, and Turkish cuisine etc.), in the particular ways these are consumed (in a restaurant, in a bar, cafeteria, bistro, wine bar, pizzeria, on the street etc.), and in the traditions and professionalism of service (consider the tradition of dining room service in Italian and French restaurants). Craftsmanship and origin are the leitmotiv and common denominator of a certain Mediterranean "savoir faire". A range of skills which is far from standardisation and tends towards the creation of specific differences along the entire food production system.

### **A quality mark for certified restaurants of the Mediterranean area**

The Mediterranean Institute of Certification (IMC) has begun a process of research for the development of a Mediterranean brand which takes account of the aspects described above, both concerning the evolution of the consumer and also regarding the specific features of the farms, agri-food businesses and Mediterranean restaurant trade.

The IMC has created and developed a project entitled "Know your meal", which is both a quality mark and a branding project for valorisation of "restaurant catering with quality Mediterranean agriculture". As it says in the Manifesto of the Eco-chefs involved in the project, the restaurants participating in "Conosci il tuo pasto" "recognise the central role of agriculture in the production of healthy foods and recognise themselves as food professionals who put their culinary art at the service of the community, to encourage the development of local agriculture and the growth of the food culture of communities and individuals" ([www.conosciiltuopasto.it](http://www.conosciiltuopasto.it))

The IMC allows use of the "Know your meal" guaranteed quality mark to restaurants which respect the code of practice approved by the Impartiality Protection Committee of the Institute. In first place, this code consents the use of local agricultural and Mediterranean products whose quality is certified and identified, whose origin is shown, along with the farming and preparation methods used (for example, organic and biodynamic agricultural products, PDO and TGI products, Slow Food products, 0 miles products, fair trade products, products from a traceable production system, etc.).

According to the importance of the identified and certified quality products used in the restaurant and according to the system of evaluation adopted, the restaurant receives a certificate and one, two or three Galletti (i.e. cockerels, the symbol of the project), and one, two or three Foglie Verdi (i.e. Green Leaves) to indicate the environmental performance of the Eco-chef, the key figure in the project. Environmental performance is calculated on the food products used, according to the "Eco-chef Food Print" method created by the Consorzio Rifosal and the University della Tuscia of Viterbo. The entire system of this guaranteed quality mark is based on a system of certification which conforms to international regulation EN 45011, and is accredited on this basis by the only authorised Italian accreditation body.

In a second stage, successive steps add elements to the guaranteed quality mark project which distinguish "Know your meal" in a system of "branding certificate" or "certified branding". The elements of these definitions can be summarised in the concepts of Governance, Intangibility and Access, key words for describing a mark which has to operate in a context of "cognitive capitalism" as mentioned above (Arvidsson, 2010). With regard to this, it is important to mention that the research component of the project is developing around these very concepts of Governance, Intangibility and Access. "Know your meal" is actually a test of the certification models applied to the food sector, and in particular of the unexplored potential which these models may express as regards businesses and consumers, as systems mainly based on prevention, information and communication. For research and training on food quality and safety, the research project also involves the Consorzio Rifosal, consisting of the IMC with the University della Tuscia di Viterbo and the University of Siena.

Beginning with the theme of governance, in the case of "Know your meal" governance is private, non-centralised, widespread and participated, concerned with codification of the standard, of the guarantee system, of the communication and development policies of the entire project. This approach takes the form of collaboration and participation of different figures and operational instruments at different levels. Firstly, there is the Stakeholders Committee (made up of representatives of consumers, producers and research bodies, from different Mediterranean countries), concerned with the impartiality of the evaluation and guarantee system adopted, and with the approval of the regulations in the code of conduct. Then comes the Eco-chefs' "Manifesto" which consumers and the public adhere to, and a blog and other interactive media tools to communicate with the project's "fans" (for example, the publication of an annual guide to the certified restaurants), and collaborative policies developed with the project's

supporters like the Confederation of Italian Agriculture (CIA), some town councils, and ministries. Finally, there is the research carried out with the university, interacting with the requirements of the project as it evolves.

When it comes to the intangibility of the project, this means that “Know your meal” does not create any reduction to the product or to the physical area of the restaurants. Intangibility means the relationships which are created between those areas, those products, their area of origin, the preparation of a recipe, the issue of guarantees and certification participated by consumers, the relationship of trust with a restaurant’s customers and with connoisseurs of quality products. This intangibility is linked to a space which fragments and becomes a route, highlighting the physical differences of places, while guarantee and trust become the vehicle and common language making it possible to travel across the spaces defined by the diversity of the foods, flavours and smells. The same certification in its relationship with the intangibility of the relationships created becomes the “taste of openness”.

Finally, there is access. The central point of the “Know your meal” communication project states : “One thing we would like to re-establish is that when somebody sells us something to eat, we would like to know who made it, where it was made and where it comes from” ([www.conosciiltuopasto.it](http://www.conosciiltuopasto.it)). This is the statement of an anonymous writer, in a way the man in the street, but it expresses the desire, more or less articulated, more or less aware, that we all have. Even more so in a globalised era, and where food is concerned. This is a desire and also an aspiration, which the “Know your meal” circuit can turn into a reality experienced in the various consumer situations: in the top-class restaurant, in the diner, in the farmhouse restaurant-hotel, in the bar, but also when you buy from the same small farmer who sells his products to a restaurant. And it is precisely this access which is one of the important key elements in the project behind publication of the first edition of the “Know your meal” Guide in 2011. The guide contains not only the certified restaurants and the recipes on their menus, but also the detailed list of their ingredients and their method of preparation, as well as their origins, and the name of the farm which supplied the certified ingredients used to cook the restaurant meals.

### **Geographical area covered by the project, obstacles and solutions adopted**

The “Know your meal” project has been launched in Italy where the first stage of testing and accreditation has been carried out, but from the start it has been conceived as a guaranteed quality system applicable to restaurants and catering in the Euro-Mediterranean countries (the scheme applies to the different kinds of commercial restaurants, but also to collective catering, travelling restaurant services, catering companies and banqueting). The first certifications were given to Italian restaurants, but the project has also recently started up in the Lebanon, where the first certifications are now being awarded to local restaurants, according to the common code of practice.

The most critical aspects which the project must face from its initial stage are due to some intrinsic features of the restaurant trade itself: it is a fast industry, very much an individual and personalized concern, and traditionally involved in - or part of - more or less specialised circuits (see Guide). The response of “Know your meal” to these aspects has been the formulation of a code of practice which does not aim to identify the choices or the types of food products by the individual restaurant, but to make certified and identified quality as possibilities offered to the restaurant owner. The owner evaluates the choices he considers most suitable (according to the kind of customer he serves, to his menu policy etc.) taking care to ensure his point score in the evaluation system, and providing evidence of his choice of products to the certification body, and even more importantly, to the customers of his restaurant. This strategy allows for plenty of flexibility in the mechanism and also for a strong element of guarantee in the restaurant trade, as represented by the certification. In addition, it also allows the creation of a circuit of certified Mediterranean restaurants, with a policy of transparency towards their customers. At the same time, the individuality and the specific policies of each restaurant are protected, just as are the regional and local cuisines.

On the other hand, a critical factor - which will require the development of suitable policies - lies in the supply mechanisms where the restaurant supply system is not based on valorization of the quality products from small farmers. This is a quite generalized situation which influences the policy of choice of foods by a restaurant, and influences the organization of the cuisine of typical commercial restaurant catering.



### Analysis of the first results

The first thirty restaurants have obtained the “Know your meal” certification, while the Guide is just out in its first edition, so that it is still too early to talk about quantifying the project. However, some emerging trends seem certain:

- An increasing tendency towards the entry of local identified and certified products into the restaurant trade. Increased numbers of restaurants and their position, a year later, at a higher certification level than the previous year (moving up from one to three Galletti) show increased trade in these local farm products towards restaurants.
- A tendency to create synergies and aggregation capacity. Restaurants and local farms on the circuit tend to create nuclei of local aggregation. This is the case in Macerata Province, where four restaurants on the circuit have created the “Cuochi di Campagna” (Country Cooks) Brand to implement local initiatives, and also to make some collective purchases. Or in Campania Region, where the local certified restaurants had a synergic relationship with the Napoli Teatro Festival and its gastronomic initiatives during the 2010 season. Or in Senigallia in Ancona Province, where in 2011 “Catermense” certification, connected with the well-known “Caterpillar” programme on RAI Radio 2, has created an opportunity for co-marketing between Catermense and certified restaurants.
- Public and consumer participation. A few months after the debut of the blog and the presentation of the 2011 Guide on the “Rotonda a mare” talk show in Senigallia in the Marche Region, hundreds of people have now contacted “Know your meal”, and are participating with “empathy” in the idea and its development. A growing tribe of fans and enthusiasts.

### Final considerations

The changes and general dynamics affecting society and consumers, together with the demand for the valorisation of some specificities of Mediterranean food production, make it very important to encourage the access of quality small farm products to local consumer markets. With this aim, it appears fundamentally important to develop policies which can create direct relationships between business and consumers. Branding and quality marks take on a vital importance in this process and can become an important tool for promoting quality Mediterranean products, if branding and quality marks are conceived in a way that takes account of the real situation of small Mediterranean farmers. In this sense certification appears a useful innovation for favouring the process of consumer participation and sharing in the production processes.

The restaurant trade, especially if involved in branding, may turn out to be a strategic sector for the development and success of quality Mediterranean products with local consumers. It also has the capacity to “intercept” the various types of consumer at an important moment like that of dining in a restaurant, or in any case, outside the home, where the “social” component of eating is prevalent, and where there are very great possibilities for communication and relationships with consumers, and between consumers.

In conclusion, the role of the private sector, of business and of their ability to interact and to dialogue with consumers appears to be of primary importance for the valorization of quality Mediterranean products using a Mediterranean brand. Just as the role played by the public sector will be equally important. But only insofar as the public sector is able to resist the temptation to take over industry’s role in the branding process, and is capable of identifying and supporting these actions, and in short, of bringing businesses and consumers together.

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#### Watch Letter in Arabic

Since 2007, CIHEAM has been publishing its quarterly Watch Letter devoted to major issues in Mediterranean Agriculture, Food and Environment. Each issue is available in French and English.

A summary version in Arabic is now being produced as of issue no. 12. You can find in free access all the Watch Letter in Arabic on our website ([ciheam.org](http://ciheam.org)).

## The international legal framework for the protection of geographical indications

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As indicated in the WIPO Intellectual Property Handbook, generally, GIs are associated throughout the world with products of a certain nature and quality<sup>1</sup>. One common feature of all those names is their geographical connotation, that is to say, their function of designating existing places, regions or countries. It is well known that geographical indications can acquire a high reputation and thus may be valuable commercial assets. For this very reason, they are often exposed to misappropriation and counterfeiting, and their protection—national as well as international—is highly desirable. Most commonly a GI is defined as a sign used on goods which have a specific geographical origin and possess particular qualities or a reputation due to that place of origin. Thus, a GI can enframe four main elements<sup>2</sup>:

- a name and reputation that differentiate the product from others;
- a defined geographical area of production;
- specific production methods;
- specific characteristics of the product.

GIs are protected through a wide variety of different approaches in different countries, and often by a combination of two or more approaches. There is no agreement as to the “best” method to promote and protect GIs, and WIPO supports individual Member States in whatever national system they adopt, within the applicable international legal framework.

What is meant by “protection” of geographical indications? First of all, protection means the right to prevent unauthorized persons from using geographical indications. The second aspect is the question of protecting geographical indications against becoming generic expressions losing distinctiveness means losing protection.

<sup>1</sup> WIPO Intellectual Property Handbook, Geneva, 2004.

<sup>2</sup> Vandecastelaere, Emilie et al., Linking People, Places and Product, guide jointly produced by the Food and Agriculture Organization of the United Nations (FAO) and SINER-GI, FAO, 2009.

A first possibility of international protection of GIs is the conclusion of bilateral agreements between two states. In general, such bilateral agreements consist of lists of GIs which were drawn up by the contracting parties and an undertaking to protect the GIs of the respective contracting parties. The agreement usually also specifies the kind of protection that is to be granted. Bilateral international agreements may cover a wide range of products or be limited to specific goods only. Recently a draft agreement between the EU and Switzerland was adopted, providing for the mutual protection of GIs of each of the two parties on the territory of the other. The new wine trade agreement between Australia and the EU entered into force on September 1, 2010.

A second possibility for obtaining international protection for geographical indications is through the conclusion or the adherence to multilateral agreements. Three multilateral treaties administered by WIPO contain provisions for the protection of geographical indications:

- the Paris Convention for the Protection of Industrial Property, of March 20, 1883;
- the Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods of April 14, 1891, and
- the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration of October 31, 1958.

In addition, Articles 22 to 24 of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) deal with the international protection of geographical indications within the framework of the World Trade Organization (WTO). Also, the Madrid Agreement (of April 14, 1891) and Protocol (of June 27, 1989,) for the international registration of marks can be used for protecting collective and certification marks which contain a geographical indication.

The Paris Convention was the first international treaty to include provisions relating to indications of geographical origin<sup>3</sup>. Article 1(2) of the Convention recognizes “indications of source” and “appellations of origin” as subject-matter of industrial property. The Paris Convention does not define these terms, but it can be inferred from the text that an “indication of source” provides information about the geographical origin of a product, but does not imply any special quality or characteristic of the product on which it is used<sup>4</sup>. Examples of indications of source are the mention, on a product, of the name of a country, or indications such as “made in ...”, “product of ...”. An indication of source can also be constituted by symbols or iconic emblems associated with the area of geographical origin. The Paris Convention also requires Members to assure effective protection against unfair competition. For example, the use of an indication of source on a good that would mislead the public as to its real geographical origin could be considered an act of unfair competition.

The Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods<sup>5</sup> extends the protection of indications of source from false to deceptive indications. Deceptive indications are those which, although literally true, may be misleading. This would be the case where, for example, there are homonymous place names in two different countries, but only one place is known for the production of a given good.

In 1958 a system for the protection of appellations of origin at the international level was established by The Lisbon Agreement<sup>6</sup>, which offers a mean of obtaining protection in all other Members states through a single registration called “an international registration.” Only an appellation of origin which is recognized and protected in its country of origin may be the subject of an application for international registration. The “country of origin” is defined as “the country in which is situated the region or locality whose name, constitutes the appellation of origin which has given the product its reputation.”

The application for international registration of an appellation of origin should be filed by the competent national authority of the country of origin. The International Bureau will send the notification concerning the appellation of origin to all States party to the Lisbon Agreement, which, within a period of one year, have the option to declare that it cannot protect the given appellation of origin on its territory. The

<sup>3</sup> Please see the text of the Paris Convention at: <http://www.wipo.int/treaties/en/ip/paris>

<sup>4</sup> Professor G.H.C. Bodenhausen “Guide to the application of the Paris Convention for the Protection of Industrial Property”, BIRPI 1969

<sup>5</sup> Please see the text of the Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods at: <http://www.wipo.int/treaties/en/ip/madrid/>

<sup>6</sup> Please see the text of the Lisbon Agreement at <http://www.wipo.int/treaties/en/registration/lisbon/>, more information about the Lisbon System at: <http://www.wipo.int/lisbon/en/>

Agreement does not specify the grounds for refusal of appellations of origin, as this is subject to applicable law of each country. The protection of the appellation of origin takes effect on a territory of a State Member from the date of international registration, if no declaration of refusal is notified. Since its entry into force on September 25, 1966, 892 appellations of origin have been registered under the Lisbon Agreement, of which 818 are still in force, 114 refusals of protection have been entered in the international register, of which 30 were subsequently withdrawn.

Appellations of origin registered under the Lisbon Agreement are protected against any usurpation or imitation of the appellation, even if the true origin of the product is indicated or if the appellation is used in translated form or accompanied by terms such as “kind”, “type”, “make”, “imitation” or the like. Once an appellation of origin has been internationally registered, it is protected without any limitation in time, thus without any need for renewal. However, should the appellation of origin cease to be protected as such in its country of origin, the other member States of the Lisbon Agreement become free to consider such an appellation as a generic term.

The TRIPS Agreement is one of WTO Agreements, and is applicable to all WTO Members. It includes a section dealing with the protection of geographical indications (Part II, Section 3) and it is the first treaty which gives a definition of a geographical indication. TRIPS contains a general obligation for Members to provide protection against misleading use of a geographical indication and against use which constitutes an act of unfair competition. It also requires Members to refuse or invalidate registration of a trademark which contains or consists of a geographical indication with respect to goods not originating in the territory indicated, if use of the indication in the trademark for such goods may mislead the public as to the true place of origin. In addition to that general obligation, TRIPS requires Members to provide protection against any use of geographical indications for wines and spirits and against registration as trademarks of those indications, even where the true origin is indicated.

Finally, the TRIPS Agreement contains exceptions to the obligation to provide protection to geographical indications, when the requirements are met, as the case may be for example for a geographical indication for wines and spirits only, when it has been used in a continued and similar manner for a number of years, or for a trademark which has been acquired in good faith, before the date of application of the TRIPS Agreement in that Member, or where the indication is considered customary in common language as the common name for the identified goods or services. Concerning the pending issues, two of them are debated under the Doha mandate, both related in different ways to the higher level of protection: creating a multilateral register for wines and spirits (by creating a system for notifying and registering geographical indications for wines and spirits, on voluntary or mandatory basis); and extending the higher level of protection beyond wines and spirits (the issue is whether to expand the higher level of protection currently given to wines and spirits — to other products, like agricultural food stuff)<sup>7</sup>.

As mentioned before, geographical indications can be protected in several countries as collective or as certification marks through the Madrid Agreement<sup>8</sup> Concerning the International Registration of Marks, and the Protocol<sup>9</sup> relating to it. Both treaties constitute the “Madrid System” and are administered by WIPO.

The question whether a geographical indication is registrable as a collective mark depends entirely on a given national law. Where a collective or certification mark may serve to indicate the origin of goods or services, it may to some extent be suitable for the protection of a geographical indication. Normally, the use of the collective or certification mark is governed by regulations which have to be submitted to the industrial property office together with the application for registration.

One of the greatest advantages<sup>10</sup> offered by the Madrid System is the possibility to file a single application for international registration of a trademark, designating all other or several countries of the Madrid Union. In contrast to the Lisbon System, the application shall be filed by the holder and certified by the national or regional trademark office of the applicant. Another difference is that the holder of a collective or certification mark can base its international application on a national or regional registration or on a

<sup>7</sup> For more information, please consult the official website of the World Trade Organization at: [http://www.wto.org/english/tratop\\_e/trips\\_e/gi\\_e.htm](http://www.wto.org/english/tratop_e/trips_e/gi_e.htm)

<sup>8</sup> <http://www.wipo.int/treaties/en/registration/madrid/>

<sup>9</sup> [http://www.wipo.int/treaties/en/registration/madrid\\_protocol/](http://www.wipo.int/treaties/en/registration/madrid_protocol/)

<sup>10</sup> More information concerning the Madrid System for the International Registration of Marks, at: <http://www.wipo.int/madrid/en/>

national or regional application. As in the case of Lisbon System, the International Bureau will send the notifications to all designated countries, which have one year or 18 months (in some cases more than 18 months) to notify the acceptance or the refusal of the international registration. The initial duration of protection is 10 years and it can be renewed indefinitely for ten-year terms. All registered international trademarks can be searched through the ROMARIN database, which is available on WIPO's website<sup>11</sup>.

The issue of geographical indications features regularly on WIPO agenda. WIPO's activities in the field of GIs include:

- administration of a number of international treaties which deal partly or entirely with the protection of geographical indications and appellations of origin;
- work of the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) to develop the international legal framework for GIs;
- administration of the Lisbon System for the Protection of Appellations of Origin and their International Registration;
- WIPO runs a range of seminars and workshops which aim to increase understanding of the use of GIs.

The Working Group on the Development of the Lisbon System has the aim to explore possible improvements to the procedures under the Lisbon Agreement. Two proposals have recently received wide support from the Working Group :

- A proposal to open up the Lisbon system to the accession of competent intergovernmental organizations (IGOs);
- A proposal to introduce two separate definitions in the Lisbon Agreement: one for appellations of origin (along the lines of Art. 2 of the Lisbon Agreement), and the other for geographical indications (along the lines of Art. 22.1 of the TRIPS Agreement);

As concerning the future work, the Working Group requested the International Bureau to prepare draft provisions on various topics for its next session, notably: Definitions; Scope of protection; Prior users; Applications for trans-border appellations of origin and geographical indications; Accession criteria for IGO's. The Working Group also invited the International Bureau to prepare a study on the possibility of dispute settlement within the Lisbon system.

The issue of geographical indications gives rise to many debates nowadays. In this regard, WIPO will continue to promote the understanding, use and protection of geographical indications within the applicable international legal framework for intellectual property rights.

As concerns the Mediterranean Countries, all of them are members of the Paris Convention for the Protection of Industrial Property; this means that measures must be taken by each Country against direct or indirect use of a false indication of source of the goods or the identity of the producer, manufacturer or trader.

About 16 countries from the Mediterranean zone are members of the Madrid System for the International Registration of Marks, but only two of them are very active in seeking protection for collective and certification marks. According to the statistics applicants, from France registered 125 collective or certification marks, applicants from Italy 277 marks, and those from Portugal 12 marks; four countries (Spain, Montenegro, Slovenia and Turkey) have registered less than 10 collective and certification marks and no registration has been sought from the rest of the countries.

Just 7 countries from the region are parties to Lisbon Agreement for the Protection of Appellations of Origin and their International Registration; 612 applications from those countries have been received. Major applicants originate from France with 564 protected designations and from Italy with 31. Algeria, Portugal and Tunisia sought protection of 7 appellations of origin through the Lisbon System.

Notwithstanding the great potential for origin based products from the Mediterranean region, a huge work still has to be done in the sphere of legal protection of those geographical indications in the countries of origin. Once geographical indications are "recognized" and "protected" in the country of origin, securing protection for such indications in countries other than the country of origin would be possible through the international system created by the Lisbon Agreement.

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<sup>11</sup> <http://www.wipo.int/romarin>

| Paris Convention for the Protection of Industrial Property | Madrid System for International Registration of Marks | Lisbon Agreement for the Protection of Appellations of Origin and their International Registration | Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods |
|--|---|--|--|
| Albania  | Albania   |  |  |
| Algeria  |   | Algeria (7)  | Algeria  |
| Bosnia and Herzegovina                                     | Bosnia and Herzegovina                                |  |  |
| Croatia  | Croatia   |  |  |
| Cyprus   | Cyprus  |  |  |
| Egypt  | Egypt   |  | Egypt  |
| France   | France (125)  | France (564)   | France   |
| Greece   | Greece  |  |  |
| Israel   |   | Israel (1)   | Israel   |
| Italy  | Italy (277)   | Italy (31)   | Italy  |
| Lebanon  |   |  | Lebanon  |
| Libya  |   |  |  |
| Malta  |   |  |  |
| Monaco   | Monaco  |  | Monaco   |
| Montenegro   | Montenegro (1)  | Montenegro (2)   | Montenegro   |
| Morocco  | Morocco   |  | Morocco  |
| Portugal   | Portugal (12)   | Portugal (7)   | Portugal   |
| Slovenia   | Slovenia (1)  |  |  |
| Spain  | Spain (10)  |  | Spain  |
| Syrian Arab Republic                                       | Syrian Arab Republic                                  |  | Syrian Arab Republic   |
| Tunisia  |   | Tunisia (7)  | Tunisia  |
| Turkey   | Turkey (2)  |  | Turkey   |

### Sources

WIPO publications and documents:

- SCT/3/6 "Geographical Indications"
- SCT/5/3 "Conflicts between Trademarks and GIs, Conflicts between Homonymous GIs"
- SCT/8/4 "Geographical Indications, Historic Background, Nature of the Right, Existing Systems of Protection, Obtaining Protection in Other Countries"
- SCT/9/4 "The Definition of Geographical Indications"
- SCT/9/5 "Geographical Indications and the Territoriality Principle"
- SCT/10/4 "Geographical Indications"
- The Lisbon System, WIPO Publication N° 942





## Interview

### Paolo De Castro

Chairman of Committee on Agriculture and Rural Development of the European Parliament

***Q - In what ways can the current CAP reform help small farmers of the north Mediterranean shore to comply with quality labelling systems ?***

We are now doing the actual work of reforming the Common Agricultural Policy. This is a policy to which the current situation gives an even greater influence. European decisions about the quality of food and of the countryside, about the environment and development models, will have to take the new CAP into account. In this context, the protection of disadvantaged areas and the promotion and valorization of quality food products will play a central role within the process of negotiating the reforms. At the same time, small farmers will be guaranteed a specific system of aid. This is an important novelty, but valorization will require financial strength. At the same time, this measure may be incisive when the risk of increasing the already burdensome bureaucracy for operators is avoided. Guaranteeing and increasing the farmers' precious activity of land management is a vitally important contribution to the future of the European areas. A fundamental priority especially for the most marginal areas, where continuity can only be ensured by the inhabitants and by an agriculture able to offer both economic support and environmental services, and where the Common Agricultural Policy must continue to help combat depopulation.

***Q - What is the position of the EU with respect to the Doha Round talks on the quality systems of agricultural products ?***

Since the Doha Round talks started ten years ago, the global economic situation has changed profoundly and it would be a mistake to ignore this. What is needed above all is more input on the topics of market instability, fluctuations in agricultural prices, the scarcity of natural resources and food safety. It is not a case of invoking the return of protectionism, but of updating the agenda for the talks. New rules of engagement are required, along with shared efforts by states and international bodies to create a new world food policy, and the WTO must also contribute. If this commitment is not undertaken, trade liberalization is at risk of betraying the promise of development, and the Doha agenda could be overtaken by events. Within the WTO negotiations, Europe has made important progress with the last CAP reform, and priority must be given to the conclusion of a satisfactory agreement concerning the protection of the geographical indications. This for the EU is an inalienable point leading to the opening of new opportunities for our quality products.

***Q - Are global markets for food products an opportunity or a handicap for the European quality systems ?***

The wealth of the EU's extraordinary agro-food heritage consists of material aspects concerning the intrinsic quality of our products and the ways in which they are made, and it also depends on intangible qualities, deriving from the relationship of our products to their area of origin. This is a complex and variegated system which may still find great space for opportunity on the global market and in the shopping baskets of consumers all over the world. This space is constructed both through trade policies and through promotional activity. It is necessary to strengthen the available tools and to promote the competitiveness of our agricultural system. A competitiveness which must necessarily be supported within a framework which now also needs new formulas and new structures for public intervention. A renewed global market in which the topics of food and environmental safety force us to defend our agricultural potential in a sustainable way, at the same time as volatile markets threaten the survival of many European farms. The recent European initiatives concerning quality and promotion via the "quality package" and the Green Paper may be important moves towards exploiting the opportunities deriving from our exceptional heritage of the system of quality products.

**Q - In your opinion, what are the essential elements for promoting agricultural products with consumers ?**

The promotion of agri-food products is one of the fundamentally important points enabling the construction of a competitive agricultural system, at the same time strengthening this system in its role of protecting the territory and as a factor for the social and economic growth of rural areas. In this context, the recent publication of the European Union's Green Paper on the promotion of agricultural products has launched a process of consultation aimed at creating a new legal framework for the policies to promote agricultural and food products. A valid starting point for a debate which tends to take more account of the suggestions given by the stakeholders. The first priority is to endow the EU with promotional policies able to communicate adequately the wealth of our exceptional agrifood heritage, our high production standards, and the relationship of our products with their areas of origin to consumers and to traders, especially in Third Countries. The PDO, PGI and TSG products are seen as a kind of avant-garde tool for penetrating the markets outside the EU, and in this context they will have a central role to play.

**Q - How can the EU promote cooperation with the South and East Mediterranean Countries on the quality of products and their valorization on the global market ?**

The cultural, artistic, and natural resources, the resources and characteristics which the Mediterranean agri-food, manufacturing and tourism systems can rely on, are a heritage on which to base our global vision. In this sense, policies aimed at increasing research, knowledge, human resources, infrastructures and territorial cohesion are fundamental for the future of the Mediterranean. In turn, the Mediterranean may be extremely important for the future of all Europe, and in particular for its southern areas. A natural bridge towards the Mediterranean of extreme importance for intercepting the opportunities created by the development of this area.

In this context, it is time to be more decisive in re-launching cooperation between the Mediterranean areas and to improve the quality of relations between the north and south rims. This cooperation must also be accompanied by a renewed capacity for governance of resources and of the available initiatives, among which the valorisation of food quality may be an important factor to favour cooperation and development. This is the direction in which Europe must now focus its policies. The challenge which must be met in the immediate future is that of sustaining an exceptional effort to help the process of Mediterranean integration.

**Q - Is the creation of a common Mediterranean label appropriate for the Mediterranean countries and for the regional producers?**

Today food provides an area where dialogue, exchange and development meet, and is decisive because of its great cultural and economic importance in every area of the world. In this context, the Mediterranean food products become extremely important. Here is a system based on healthy products, food quality and on their distinctive local features, with traditions dating back thousands of years and handed down from one generation to the next. This is why I believe that the use of protective measures and quality labels on the markets of these products may give producers a further opportunity to distinguish and valorize their products, which are the result of centuries of skill and knowledge, traditions and quality. The recent recognition of the Mediterranean Diet as a world heritage may also guarantee an important contribution to this process. At the same time, the European institutions must be entrusted with a central role, via promotion of initiatives aimed at making the Mediterranean's food products recognizable on markets, and enhancing the values they contain. I am convinced that here also, the ability of the Mediterranean partner countries to create a system will be decisive.

**Interview by Hassane Tlili**

Journalist specialising in agricultural and environmental issues



## MAI Bari

### Public Events and Regional Activities

On October 16th 2011, a workshop on scenarios on fruit and vegetables marketing in the free trade area: relationship between Italy and Egypt took place in the framework of Agrilevante 2011. The workshop debate animated by MAI Bari brought together the Egyptian Minister of Agriculture and Land Reclamation, Salah Al-Sayed Youssef Farag and several Italian governmental and regional authorities and representatives from the Union of Producers & Exporters of Horticultural Crops on the future collaboration among EU and MPCs. All participants appreciated the relevant output that came out from the SPIIE project (Integrated Production Systems between Italy and Egypt)

On October 17th, 2011, MAI Bari celebrated the World Food Day 2011 hosting a conference entitled "The role of the Euro-Mediterranean policies and sustainable management of natural resources in the economic crisis: impact on prices and food security". The conference organised in collaboration with the Foundation "Osservatorio del Mediterraneo" was attended by the Egyptian Minister of Agriculture and Land Reclamation, Salah Al-Sayed Youssef Farag, the Italian Secretary of State for Foreign Affairs Stefania Craxi, the governor of Puglia region Nichi Vendola, the President of CIHEAM, Adel El Beltagy, as well as other political and academic authorities. The director of MAI Bari gave a comprehensive overview on the contribution of his Institute to the sustainable management of natural resources in the Mediterranean area and laid emphasis on the role of cooperation to take up the challenge of the present food crisis. The debate highlighted the key role that CIHEAM can play in this crucial period of transition in the Mediterranean area. During the conference a short ceremony was held to award the Master of Science 2010-2011 certificates to 32 MAI Bari trainees coming from Albania, Bosnia, Congo, Egypt, Eritrea, Ethiopia, Jordan, Lebanon, Morocco, Palestine, Portugal, Serbia, Syria, Tunisia and Turkey.

### Two Advanced training courses

During the month of September, two advanced training courses took place at MAI Bari. The first in the framework of the PISEAU project: concept and audit methods of irrigations systems, financed by the Italian Ministry of Foreign Affairs, the Tunisian Ministry of Agriculture and IRESA. Eleven Tunisian participants, decision makers from the central and the regional authorities and auditors from the private sector, received this training. The objectives were the following :

- Sharing experience concerning management and use of irrigation schemes
- Getting informed on water users associations in Apulia: technical and institutional aspects, legal framework and water management organization in collective irrigation schemes.

The second course fell within the Horizon 2020 Capacity Building/Mediterranean Environment Program (Horizon 2020 CB/MEP) and was aimed to support the implementation of Horizon 2020 with a special focus on environmental mainstreaming by addressing the following problems:

- low political priority given to the environment;
- insufficient integration of environment in the different sector policies (agriculture, tourism, transport or energy) and lack of inclusion of the different actors from local to international level;
- Insufficient capacities and resources at institutional and civil society level.

More specifically, the purpose was to support the implementation of the Horizon 2020 Initiative Road Map and Work Plan through capacity building and awareness raising activities, and to promote integration of environment issues in other sectors policies. In the framework of the H2020 CB/MEP program, jointly with the MAI Bari and consortium members UNESCO IHE and ACWUA, a four-day study visit about "Reuse of treated waste water and sludge in agriculture" was organised and held in MAI Bari from 26-29 September 2011. The capacity building activity was directed to about 30 participants from Egypt and Tunisia in order to promote integral thinking: e.g. interaction between marketed products and waste water and sludge production; to introduce wastewater and sludge reuse through integrated water resources management; to spread knowledge on relevant technologies, technology selection and innovation, address relevant institutional challenges.

## MAI Chania

### **MAIch Seed Bank acquired 210 new seedlots from genetic material originally collected from Crete during the German occupation in the Second World War.**

The Seed Bank of MAI Chania was established in 2001 for the ex situ conservation of wild plants of Crete. Since its establishment, it has acquired several accessions of seeds from old varieties of plants cultivated in Greece, mainly from Crete and other Greek islands. In 2010, it acquired 210 seedlots (mainly of cereals and legumes) from the German Federal Genebank at the Leibniz Institute of Plant Genetics and Crop Plant Research (IPK) in Gatersleben. These seedlots are regenerations from the accessions originally collected in Crete during the German occupation of the island in World War II and conserved today at the IPK Genebank.

The collections were made by German scientists during one of the collecting expeditions (Balkan 1942) for plant genetic resources in the Balkan region organized by Hans Stubbe. The material collected became part of the germplasm collection of the "Kaiser-Wilhelm-Institut für Kulturpflanzenforschung" when it was founded by Stubbe in Tübingen near Vienna in 1943. It was transferred to Gatersleben, its present location, after the end of the War. The IPK's collection of Greek germplasm, with more than 2700 accessions, is currently the world's third largest collection of crops and wild relatives from Greece. The largest part of this material (about 1600 accessions) originates from the two collecting expeditions organised by Hans Stubbe in 1941 and 1942.

### **25th conference of the Greek society for horticultural sciences, Lemesos (Limassol), Cyprus 1-4 November 2011**

MAI Chania scientists participated in the 25th Conference of the Greek Society for Horticultural Sciences that was held in Lemesos, Cyprus from 1-4 November 2011.

- Dr Kalaitzis was invited as keynote speaker with a paper on "Systems biology and omics technologies: perspectives and challenges in horticulture". The data analysis of microarray hybridizations resulted in the construction of gene regulatory networks which highlighted the significance of specific transcription factors in tolerance to salinity. The use of these transcription factors as indicators to assess the genetic material of olive in its tolerance to salinity will be investigated;
- Dr Stamatakis was the corresponding author speaker for two poster presentation on "Effects of magnetic field and sludge compost on tomato plants grown outdoors irrigated with high salinity water" and "the effects of pig waste and sludge compost on olive trees grown established on acidic soil" prepared together with other scientists from MAI Chania and other institutions.

## MAI Montpellier

### Support for development dynamics in the Mediterranean rural territories (A2DTRM)

The third meeting of the technical steering committee for the A2DTRM project involving the “focal points” of the four countries in the network (Egypt, France, Morocco and Tunisia) was held in Alexandria on 3 and 4 October 2011. It brought together the Cairo University Faculty of Agriculture, the Moroccan association Targa-Aide, the *Institut des Régions Arides de Médenine* and MAI Montpellier. On 5 October participants visited two “eco-villages” in the Behera Governorate and on 6 October the project’s steering and monitoring group held its first meeting, attended by the President of CIHEAM and its institutional and financial partners. The meeting brought together the Moroccan Interior Ministry’s General Directorate of Local Authorities, the Tunisian Ministry of Planning and International Cooperation, the *Agence Française de Développement* and the French Ministry of Agriculture. Initial discussion, consisting in pooling ideas and information on the situations in rural areas of different countries and devising a common method for identifying innovative dynamics, provided a basis for selecting reference territories and identifying five essential themes:

- the role of farmers’ organisations in promoting and developing the countryside in the new context of governance arising from recent developments;
- governance of innovative, organising dynamics and the relationship between individual or collective project sponsors and regional and national governance and local support structures;
- problems facing the young and under-employed, particularly in remote or isolated areas;
- diversification of activity and exploitation of local resources, emphasis being placed on sustainable development in a context of competition and climate change;
- adoption of ecotechnologies (ecoconstruction, renewable energy, etc.) as a new mode of construction and local production and also as a means of taking full advantage of local expertise and heritage.

More information at <http://a2dtrm.iamm.fr>

### Creation of a joint Master’s degree in Lebanon

MAI Montpellier and the Lebanese University’s Faculty of Agriculture are now offering a joint Master’s degree entitled “*Ingénierie de développement territorial et de l’environnement*”. This advanced Master’s (M2) is intended for students in the Agriculture faculty who already have a first Master’s (M1) in agriculture or the environment, students from other Lebanese universities who have a first Master’s in these disciplines and in economics, and professionals who have graduated after four years of study in these areas. There will be a maximum of 12 students in each year.

This Master’s degree recognises that economics (and agriculture in particular) must address the impact of human action on the environment and examine ways of managing resources that are scarce or give a competitive advantage. The environment must therefore be regarded as a component factor in development strategies and operations. This approach is to be viewed in terms of territorial dynamics.

This Master’s degree recognises that economics (and agriculture in particular) must address the impact of human action on the environment and management of resources that are scarce or give a competitive advantage. The environment must therefore become a component factor in development strategies and operations. This approach is viewed in terms of territorial dynamics.

This M2 is intended to provide students with a range of skills for drawing up and assessing territorial sustainable development strategies and designing decision-making tools for public authorities. When they have completed their studies students may apply for executive posts in public departments, local government, development agencies, surveying departments, international organisations, etc.

For more information, contact Hatem Belouchette ([belouchette@iamm.fr](mailto:belouchette@iamm.fr))

[www.iamm.fr](http://www.iamm.fr)

## MAI Zaragoza

### **FORESTERRA project will start at the beginning of 2012**

FORESTERRA (Enhancing Forest REsearch in the MediTERRanean through improved coordination and integration, contract no. 291832) is an FP7 project under FP7-ERANET-2011-RTD call, coordinated by the Spanish Ministry of Science and Innovation (MICINN) and involving 16 partners from 13 countries (Spain, France, Italy, Turkey, Finland, Portugal, Tunisia, Morocco, Bulgaria, Slovenia Croatia, Greece and Algeria).

Mediterranean countries face similar challenges regarding the sustainability of forest ecosystems and the delivery of crucial goods and services that they provide in a context of rapid global changes. Therefore, it is of critical importance to reinforce scientific cooperation on Mediterranean forests through a transnational EU-Mediterranean ERA-NET, which also builds new transcontinental cooperation among other Mediterranean Climate Areas (California, Australia, South Africa, Chile) in order to reduce fragmentation and maximise the impact of research activities. The strategic aim of this ERA-NET is to reinforce the scientific coordination and integration of Mediterranean programmes in forest research as well as the scientific cooperation with countries of the Mediterranean area (including EU and non-EU member states) and with countries from other Mediterranean Climate Areas to support sustainable Mediterranean forest management, including the management of forest resources to mitigate and adapt to climatic threats.

FORESTERRA will be developed in a four step process: (i) Mapping and information exchange; (ii) Defining common strategic activities to reduce research fragmentation, avoid overlaps and promote synergies; (iii) Implementation of joint activities to consolidate partnerships; and (iv) Calls for joint research projects to maximise the research impact of the network. In addition, a targeted action will focus on “upscaling” the previous at a global Mediterranean level by exchanging information on existing programmes with other Mediterranean Climate Areas.

MAI Zaragoza will contribute as a partner in charge of disseminating the project and its impacts across the scientific community and the forestry sector, including policy-makers and relevant stakeholders, as well as to other relevant connected sectors: agriculture, energy, water, etc. It will provide a basis for maximum exploitation of the results and dissemination of information, both internally and externally.

### **The Fourth edition of the International Master on SUSTAINABLE FISHERIES MANAGEMENT has started in October 2011, with new venue in Alicante (Spain)**

This is the first edition of the Master to be organised jointly by the University of Alicante (UA), the Spanish Ministry of the Environment and Rural and Marine Affairs (MARM), through the General Secretariat of the Sea (SGM), and the MAI Zaragoza, and with the collaboration of FAO. The previous editions of this Master were held in Barcelona (Spain) with the partnership of University of Barcelona.

The objective of the Master is to provide high level specialization in issues related to the economics and management of the fishing activity, providing a multidisciplinary background (biology, economics, sociology, law) and the skills to value and assess fishery resources and to propose management measures through different techniques such as mathematical simulations, statistics, surveys, assessments or negotiation. These are needed for experts today to be able to work in a new fisheries management that responds to the current changes and challenges taking place in the fishing sector, flexible enough to respond to the evolution of the fishery resources, and to ensure stable and sustainable long-term exploitation.

The Master is developed over two academic years on a full-time basis [120 credits, following the European Credit Transfer System (ECTS)], and is structured in two parts. The first one (60 ECTS) is professionally oriented and includes lectures, practicals, supervised work, seminars and technical visits. This part will be held in Alicante, in the Faculty of Science of the UA, from 17 October 2011 to 15 June 2012. The second part of the Master (60 ECTS) constitutes a period of initiation to research in which participants work on their Master of Science Thesis. This part will begin from October 2012 onwards. This Master is at the final stages of the process to become an official Master of the Spanish university system in 2011 within the framework of the new European Space for Higher Education.



## Publications

**Boele Eline (eds)**, *Ecosystems for water and food security*, International Water Management Institute (IWMI), United Nations Environment Programme (UNEP), October 2011.

**Centre de recherche sur l'Union Européenne**, *La PAC en mouvement : évolution et perspectives de la Politique Agricole Commune*, Paris, l'Harmattan, 2011.

**Centro de Estudios Rurales y de Agricultura Internacional (CERAI)**, *Conclusions of the first forum on rural women in Algeria and the rural women in the Maghreb congress*, 2011.

**Esnouf Catherine, Russel Marie, Bricas Nicolas**, *DuAllne: Durabilité de l'alimentation face à de nouveaux enjeux. Questions à la recherche*, INRA, CIRAD, July 2011.

**FAO-OCDE**, *Agricultural outlook 2011-2020*, Paris, OECD Edition, July 2011.

**IFPRI, Welthungerhilfe, Concern Worldwide, ACTED**, *The challenge of hunger. Taming price spikes and excessive volatility of food prices*. Global Hunger Index Report, Bonn, Washington, Dublin, Paris, 2011.

**MIKHAIL Alan**, *Nature and Empire in Ottoman Egyptian: environmental history*, Cambridge University Press, 2011.

**OECD**, *Evaluation of Agricultural Policy Reforms in the European Union*, Paris, OECD Edition, September 2011.

**UNCTAD**, *Price Volatility in Food and Agricultural Markets: Policy Responses*, Policy Report including contributions by FAO, IFAD, IMF, OECD, UNCTAD, WFP, the World Bank, the WTO, IFPRI and the UN HLTf, June 2011.

**Worthy Murray**, *Broken Markets. How financial market regulation can help prevent another global food crisis*, World Development Movement, September 2011.

**Ziegler Jean**, *Destruction massive. Géopolitique de la faim*, Paris, Seuil, 2011

**FAO, IFAD, WFP (eds)**, *How does international price volatility affect domestic economies and food security?*, The State of Food Insecurity in the World 2011, October 2011.

**Guibert Martine, Jean Yves (eds)**, *Dynamiques des espaces ruraux dans le Monde*, Armand Colin, Paris, 2011.

## Events

### 19-20 December 2011 - Marrakesh (Morocco)

1st Mediterranean Water Forum

### 22 February 2012 - Brussels (Belgium)

Conference on Food Security in Europe and the future of the CAP

### 12-17 March 2012 - Marseille (France)

6th World Water Forum

### 21-24 March 2012 - Florence (Italy)

13th Mediterranean Research Meeting

### 26-29 March 2012 - Barcelona (Spain)

"Alimentaria 2012" - International Food and Drinks trade show

### 1-3 April 2012 - Dubai (United Arab Emirates)

"Agra Middle East", Middle East Agribusiness Trade Event

### 23-26 May 2012 - Sfax (Tunisia)

Mediterranean Exhibition of Food and Agriculture

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