Turkey: Development of origin-based food quality labels in the Bursa Region

Knowledge exchange to France on Geographical Indications

Report

March 2017
1. Introduction

With the goal to enhance quality and value added in the Turkish agrifood sector and improve export market opportunities, the Food and Agriculture Organization of the United Nations (FAO) and the European Bank for Reconstruction and Development (EBRD), in close collaboration with ECOCERT and the Uludag University of Bursa, are organizing a study tour in support to the development of Geographical Indications (GIs) in Turkey, from 13 to 17 March 2017, in France.

The Rhone Valley and Rhône-Alpes region, in the South East of France, is one of the most important areas for fruit production where several GIs have been established. The main purpose of the study tour is to facilitate knowledge transfer, which will enable the participants of the Turkish delegation to learn best practices in the protection and promotion of GIs. Participants include producers from the pilot products, researchers, certifiers, and representatives of Turkish public authorities.

The objectives of the study tour are to:

- demonstrate the benefits of GIs at territorial level to producers, and the importance of their involvement;
- showcase an enabling environment where public actors contribute to the protection and promotion of GIs;
- illustrate how to best market the products and the importance of coordination among the actors of the value chain: from production to distribution;
- showcase the control and certification systems so to learn how to implement an efficient system in Turkey;
- illustrate how to best define specification and to make the product unique; and showcase examples of good environmental practices.

This capacity building activity is part of a larger project organized under the FAO/EBRD cooperation, which consists of supporting the development of pilot GIs in the Bursa region, that could demonstrate good practices for other groups of producers in the region and nationwide. Those in consideration for development in Bursa are black figs and peaches. The project also aims at strengthening the institutional, legal and regulatory frameworks of the GI system in the country.
2. Objectives and activities carried out

In the framework of the project for the development of origin-based food quality labels in the Bursa Region, a four-day knowledge exchange was organised in France from the 13 to the 17 March 2017. Below are the main activities carried out:

- **Introduction to Geographical Indications** by Christèle MERCIER, INAO
  - Responsibilities of INAO
  - Benefits of GI for producers
  - Focus on legislative concerns

- **Workshop on the GI Apples and Pears of Savoie**
  - History of the GI
  - Control systems
  - Logo and communication activities

- **Workshop on GI commercialisation**
  - Visit of the expedition station of Apples and Pears of Savoie Products
  - Discussion on the commercial part of GI

- **Workshop on organic peach productions**
  - Presentation of the company Agrobiodrome
  - Organic production and products

- **Visit of an organic peach orchards: Biotiful**
  - Discussion on organic practices

- **Workshop on the GI Olives de Nyons**
  - History
  - Involvement of the supply chain
  - Logo and communication activities

- **Visit the Tourism Office of Nyons**
  - Discussion on how does GI promote and valorise Nyons’ area

- **Workshop on the Book of Specifications for black figs**
  - Discussion on the content

- **Workshop on the Book of Specifications for peaches**
  - Discussion on the content
3. List of participants

**Mr Nevzat Pınarer**  
Head of the Geographical Indications Department  
Ministry of Food, Agriculture and Livestock

**Mr Hüseyin Çeker**  
Black figs producer

**Ms Neşe İloğlu**  
Expert of Geographical Indications  
Turkish Patent Institute

**Mr Erdem Sağlık**  
Black figs producer

**Mr Ömer Ceylan**  
Manager of the Bursa Province  
Ministry of Food, Agriculture and Livestock

**Mr Mithat Aydın**  
Black figs producer

**Mr Ismail Korku**  
President and producer  
Narlidere peaches cooperative

**Mr Bahadır Selvi**  
General Secretary  
Gemlick olive association

**Mr Haluk Kürel**  
President and producer  
Barakfakih peaches cooperative

**Mr Ferit Alan**  
Producer, processor and trader  
Gemlick olive association

**Mr Serkan Sakin**  
Member and producer  
Narlidere peaches cooperative

**Ms Eliane Fresko**  
Translator

**Mr Osman Şen**  
Peaches producer

**Ms Grace Hason**  
Translator

**Mr Hasan Yıldız**  
Peaches producer

**Ms Maria Ricci**  
Project coordinator/ focal point  
FAO

**Mr Osman Özkan**  
President and black figs producer  
Fig Producers Union

**Mr Jean-Claude Pons**  
International GI expert  
ECOCERT

**Mr Mustafa Bayram**  
Black figs producer

**Ms Maud Roggia**  
International GI officer  
ECOCERT

**Mr Halil İbrahim İnce**  
Black figs producer

**Prof. Dr. Sertac Dokuzlu**  
Associate Professor/national coordinator  
Uludag University of Bursa
4. List ofinstitution and people met during the study tour

Yann Ben Abdelkader  
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Organic peach producer

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Patrick Floret  
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Serge Roux  
President of the Cooperative Nyonsais

Jean-Pierre Jourdan  
Expert on olive production

Amandine Thirot,  
General director of the tourism office of Nyons  
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5. General Itinerary of travel and calendar
6. Participants’ expectations

A round table was organized the first day of the study tour to collect participants’ expectations with regards to the study tour.

The main expectations identified are the following:

- Understand the different aspects of Geographical Indications
- Understand the protection system in the EU: role of the Administration; control systems
- Understand the impacts and the benefits of GIs (economic, commercialization etc.)

7. Outcomes and discussions

7.1. Introduction to Geographical Indications

*Presentation realized by Christèle MERCIER, INAO.*

The first part of the presentation aimed at introduction the responsibilities of the Member States of the EU and the role of the Competent Authorities in these Member States with the showcase of France.

The second part of the discussion was about the control mechanisms for the protection of GIs and the important role of the State/Administration.

Finally, benefits of GIs for producers and for a territory was discussed.
7.1.1. Introduction to the responsibilities of INAO

INAO – National Institute of Quality and Origin – is the Competent Authority in France for the protection and promotion of official quality signs in France for agricultural products, foodstuff and products from forests. The main activities of INAO are as followed:

- **Recognition** of products with official quality signs and recognition of the Organizations\(^1\) of Defense and Promotion of GI.
- **Supervision of controls** of official quality signs
  - Approval / validation of Certification Bodies
  - Approval of control plans
- **Defense and Promotion** of quality signs and their labels
  - Protection of denominations
  - Land protection under quality signs
  - International cooperation
  - Promotion of the concepts of GIs

7.1.2. Control mechanism for the protection of GIs

**WHO IS RESPONSIBLE FOR OFFICIAL CONTROLS?**

In France, the provisions related to official controls of GIs are found in the EU regulation 1161/2012 (Art. 35-40). This regulation mentions that operators should be subject to a system that verifies compliance with the product specification.

Member States designate the competent authorities responsible for official controls carried out to verify compliance with the legal requirements related to the quality schemes established by the Regulation 882/2004. Member States and competent authorities have the possibility to delegate some competences of performing specific control task to control bodies providing they are accredited in accordance with the European Standard EN 45011 or ISO/EC Guide 65.

In France, INAO is the competent authorities designated by the French Ministry of Agriculture for official controls. INAO delegates official controls to accredited certification bodies and it is responsible of the supervision and certification of certification bodies. Besides this certification, the certification bodies shall be accredited by the COFRAC\(^2\) under the European Standard EN 45011 or ISO/EC Guide 65.

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\(^1\) ODG: represents the all the operators who submit the demand for the registration of the GI.

\(^2\) French Accreditation Committee.
WHAT ARE THE CONTROL MECHANISMS?

The Organisation of Defense and Promotion selects - during the registration phase - the Certification Body who verifies that a product complies with the corresponding product specification. The Certification Body shall provide to INAO its control plan for validation.

The Control Plan describes:

- the mechanism for conformity assessment;
- the control points;
- the frequency of audit and audit methodology
- the corrective action plan when of non-compliances are found.

The plan also refers to:

- **Self-assessment** carried out by the operator on its own activity and referring to a classic “quality approach”.
- **Internal controls** carried out by the Defense and Promotion Organisation. This type of control provides both an additional guarantee to consumers and a support to farmers.

NB: the costs for official controls are supported by the operators themselves.

WHAT KIND OF CONTROL ARE CARRIED OUT?

Official controls aim at ensuring that:

- The conditions of production are compliant with the book of specifications. Controls are carried out on-site, at every stages of production, processing and distribution for all stakeholders of the supply chains, according to the control plan.
- The final product is compliant with the product specification before placing the product on the market. For PDO, organoleptic analysis shall be realized by experts, under the responsibility of the Certification Body.

GI “OLIVE AND OLIVE OIL OF NYONS”

Producers of olives, processors and producers of olive oils are included in the scope of the BoS of the GI as well as in the control plan. The control plan of the GI describes each step of elaboration of the final products, the control points and the operator to control.

For olive oil organoleptic tests are carried out each year by a commission of experts. A least a batch of olive oil per producers is tested (which represents at least 20% of the annual volume).
Figure 1 illustrate the control system for Geographical Indications in France.

7.1.3. Impacts of GIs

Geographical Indications may provide direct and indirect benefits to the stakeholders involved in the supply chain. The success of a GI relies on both (1) the specificity of the products; (2) the local coordination and (3) the involvement of the State.

GIs are a powerful tool and should be used in an efficient way to ensure positive impacts (territorial, economic and environmental).

The main impacts of GIs are presented below. It is important to highlight however, that GIs are not always a synonym of success; it depends on a combination of features.
ECONOMIC IMPACTS

- **Contribution to rural development**: GIs may participate to the development of local activities such as tourism that thus directly benefit to the local communities: employment, maintain rural and traditional activities/life; contribution to the landscape etc.
- **Creation of added-value**: GI products often create added-value that allow the access to different markets including niche market. This contribute to ensuring higher income to producers if the added-value is fairly distributed among the stakeholders.
- **Collective action**: To promote and preserve GIs, collective actions are required. A collaborative action among local stakeholders allows to share the costs for instance of marketing and promotion and allows to compete with big firms.

TERRITORIAL/ENVIRONMENTAL IMPACTS

- **Maintain the landscape**
- **Sustainable use of natural resource**: the development of GI often raises awareness on the sustainable use of natural resource. Thus, many Books of Specifications include “environmental requirements”.
- **Preservation of biodiversity**: GIs may promote the use of local breeds and varieties.

TRADITIONAL / SOCIAL IMPACTS

- **Collective action**: the development of GI participates to the coordination among local actors and strengthening their social linkages.
- **Preservation of cultural heritage**: the development of GI include the promotion and thus the preservation of traditions, cultural heritage, know-how and lifestyles.

GI “FIG OF SOLLIES”

- **Added-value**: higher price for the Fig of Solliès (x2)
- **Collective action**: 120 producers - 12 producers’ organisations - 20 producers-shipper
- **Promotion of the landscape**: tourism (gastronomy)
- **Local partnership**: creation of an arboricultural centre, conversion of 25 ha in 5 years
- **Traditional practices**: use traditional irrigation channels
- **Biodiversity**: use of a local variety
- **Environmental impacts**: limitation of mineral fertilizers and agrochemicals
7.2. Study case: PGI “Apples and Pears of Savoie”

France got its first fruit PGI with “The Apples and Pears of Savoie” in 1996.

The GI was register the first time in 1996 and was updated in 2017 by the Union of Savoie which brings together all the stakeholders of the supply chain (apples and pears producers, expedition platform).

The specificity of the fruits is link to the altitude (400 – 800 m) and climatic variations of the Savoie area. Their superior organoleptic quality is measure using THUAULT index and refractometry.

The mainstream markets are 1/3 retailers, 1/3 wholesalers and 1/3 direct to consumers.

WHY A GI?

The group pointed out the strong identity of the Savoie area.

First they related the specific features of the fruits to the relief and geology as well as climatic conditions. GPI area is bounded in the North by Lake Geneva, to the East and South by the Alps and to the West by the Massif of Colombier and by the Massif of Chartreuse. The altitude of the area rises between 200 to 1500 meters on undulating reliefs. The continental climate of the area, largely influenced by meridional and oceanic conditions, provide fruits’ typicity with typically hot and humid summers and cold winters that.

The Savoie Union also pointed out the important historical background of the production of apples and pears as apples and pears are traditional production system that evolved over the years to adapt their production to climate conditions.

These specific conditions also provide specific characteristics to other products which are today famous for their quality: Savoie wines, Savoie cheeses. As a consequence, tourism is widely expanded in the Savoie area.

They explained that the Union of Savoie (union of the groups gathered in the commodity chain) hardly worked in building the GI identity.

BOOK OF SPECIFICATIONS

The book of specification is based on:

- A precise description of products characteristics:

<table>
<thead>
<tr>
<th>PGI “APPLES AND PEARS OF SAVOIE IN NUMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 370 ha of orchards(^3): 260 ha of apples and 110 ha of pears</td>
</tr>
<tr>
<td>- 3,000 tonnes(^4) sold in France and Europe</td>
</tr>
<tr>
<td>- Apples varieties: 16 varieties(^5)</td>
</tr>
<tr>
<td>- Pears varieties: 6 varieties(^6)</td>
</tr>
</tbody>
</table>

\(^3\) 600 ha of orchards in total (PGI and non PGI)
\(^4\) 16,000 tonnes are sold in total (PGI and non PGI)
\(^5\) Belle de Boskoop, Dalinco, Delcorf, Delgollune, Elstar, Fuji, Gala, Golden Delicious, Idared, Initial, Jonagold, Melrose, Opal, Pinova, Pilot, Reine des reinettes, Reinette blanche du Canada, Reinette grise du Canada, Suntan
\(^6\) Conférence; Doyenné du Comice; Passe Crassane; Général Leclerc; Williams and Louise
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- commercial category
- varieties: 16 varieties of apples and 6 varieties of pears
- fruit characteristics (sugar content, firmness, acidity, color)

- Delimitation of the area: the area covers the Savoie, Haute-Savoie and Ain departments (460 towns)
- Element to prove the origin: traceability from the parcel to the final consumer
  - Identification of the operators
  - Volume produced every year
  - Records
  - Physical identification
  - Fruit identification; Labelling

- Description of the production methods
  - Varieties allowed
  - Selection of vegetative materials
  - Plantation density
  - Orchards weeding
  - Irrigation
  - Fertilization management
  - Pollination
  - Pest, disease and weed control
  - Harvest
  - Post-harvest treatments
  - Storage
  - Packaging

- The justification of the GI

BUILDING THE DELIMITATION OF THE AREA

The area was built according to physical parameters (altitude [350 - 850 m], rain > 1000 mm per year, mountainous relief,...) and historical data. They presented a map of the apples and pears orchards and restricted map of the final GI's area. It was interesting to compare the 2 areas and see the differences between and the explanation of the delimitation.

It can be useful for the Turkish partners to understand the mechanism of getting the restricted area when the choosing the criteria of the GI.

PRODUCTION METHODS
The description of cropping methods are based on the awareness of a good environment management: most of most noxious pesticides have been banned, non-specific insecticides have been banned, splitting nitrogen fertilization to avoid nitrogen losses.

Apples and Pears producers test new methods such calcined clay on trees to limit the uses of pesticides in the experimental orchard of Poisy.

The GI managers insisted on that a GI “has to be different” from the other fruits sold on the market. So the difference are built on the appearance (very colored fruits), the origin (mountain, history) and on the “soft” management of the orchards.

COSTS AT THE EXPEDITION STATION AND PRICES

The manager of the expedition station explained the cost allocation:

- Packaging: 0,15€/kg
- Grading: 0,04 €/kg
- Manpower: 0,15 €/kg
- Cooling: 0,06 €/kg
- Transportation: 0,10 €/kg
- Commercial margin: 0,11 €/kg

expedition station costs: 0,61 €/kg

The price paid to GI producers is 0,80 €/kg while the price paid to “conventional” producers is 0,60 €/kg.

The final price of GPI apples and pears of Savoie is 1,41 €/kg while the price for “conventional” fruits is 1,21 €/kg

7 1,41 = 0.61 + 0.80
TRACEABILITY

The director of the expedition station explained the mechanism of traceability of the GPI Apples and Pears of Savoie.

1/ Any operator who intervene for all or part of production, storage or packaging shall be identify by the Union of Savoie.

2/ Every years, producers shall declare to volume of GPI produced (to the Union)

3/ Any operator who intervene for all or part of production, storage or packaging shall possess monetary records of all inputs and outputs of GPI products.

4/ The traceability system is based on a lot number system\(^8\). Each lot is materialized by a set of paloxes or palettes. This system allow to trace the product from producers to consumers

- Reception: products are physically identified with “intermediary” labels on the paloxes or palettes: lot number and weight of the lot. Producers are in charge to ensure the traceability between its products and parcels and the lot number at the expedition station.

- At calibration and packaging, the work is done on a batch-by-lot basis.

- A statement of sales of products sold is kept for each lot. The lot number is noted on the delivery note or invoice.

- At packaging: the seal of GI shall be used as well as the number lot.

\(^8\) Lot definition: a lot corresponds to fruits of a same variety, from the same parcel or from a group of homogeneous parcels; harvesting at the same time (5 days) and benefiting from the same conservation methods.
ECONOMIC BENEFITS

The question of the GI overpricing have been asked by Turkish producers. Actually GI managers insisted on the point that the real advantage of the GI is the product added-value (that does not only cover a higher price) that gives a better market access (i.e. niche market).

In GPI Apples and Pears of Savoie, they actually get a higher price compared to conventional apples and pears. However, the prices used to be higher in the past. GI managers insisted on GI is not a magical strategy to develop the market and do not ensure an added-value.

Actually, GI holders focus their efforts in developing a common and strong marketing strategy to access different markets that will allow them to better valorize their products. Therefore, they decided to link the GI seal to the “Savoie seal” which is more general and associate all the family of products and which promote several foodstuff of the area.

For Turkish producers it was important to understand that the GI is not sufficient by itself to get better price, it must be combined with other marketing strategies.

PRODUCER ORGANISATION

It has been noticed that the commodity chain involves all the cooperatives, transformers, producers, Chambers, exporters in the GI organization. It is a great advantage if we compare with the Turkish situation of the commodity chain which is scattered and without apparent common strategy. It is a great strength to be together and to try to enhance each link of the chain instead of fighting against each other.

The role of groups is of paramount importance for GI success. Groups play an essential role in the administrative process for GI registration (application, request, amendments etc.) but not only. This visit demonstrates the importance of GI holders/ GI groups in managing, protecting and promoting GI to improve the value of the GI and the effectiveness of the quality scheme:

- The Union of Savoie realized internal control to both assess the conformity of the operators and provide supports to operators in case of non-compliances or doubts
- The Union of Savoie developed common marketing tools for all the operators of the supply chain

The GI launching required a lot of investment in communication:

- Television publicity
- Items with the GI logo such magnets, cups, bags...
- Each fruit with a sticker and a specific package
- Workshops, exhibitions and events
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- Articles in newspapers
- Posters, leaflets

**NB: the GI seal itself isn’t sufficient to get add values, it is part of a strategy**

This visit of the cooperative was important for Turkish partners:

- To understand the concrete implementation of the traceability concept.
- To compare the price structure with the price paid to the producers and see the difference between GI fruits and conventional fruits.
- To understand also that in the French concept of cooperative, it includes a strong commitment between the producers, members of the cooperative, and the cooperative itself: it allows the cooperative to invest, to market the products according available volumes and to anticipate changes.
- To understand the concept of partnership commodity chain: each level isn’t trying to get the better price and condition on the previous provider but take into account the provider concerns.
- The experimental orchard is a tool to enhance and incentive fruit productivity and new technics.
- Communication is an essential tool of the GI strategy.

7.3. **Study case: PDO “Olives and Olive oil of Nyons”**

The PDO “Olives and olive oil of Nyons” is the first French PDO since 1994.

In 1956, the orchards suffered from a devastating frost, decimating more than half of the regions’ olive orchards. The production dropped from 1 million to 220,000 olive trees. All the released areas were then used for vineyards and fruits trees (especially orchards).

In 1957, the Union of Nyons and Baronies Black Olive was created to boost olive cultivation. At this time, olive producers became aware of the specificity of their orchards and the high quality of their olives, the TANCHE or “Olive of Nyons”, black and wrinkly.

In 1964, to cope with competition coming from Maghreb countries, the Union decided to create a designation of legal origin. This was the beginning of the recognition of the GI. At this time this kind of designation of origin did not require the implementation of a control system; producers solely had to respect a Book of Specifications for olive cultivation. In 1980, misuses of Olive Oil of Nyons were

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9 One of the Gemlik olive producers produces 300 tons himself.
10 This union represents the Defense and Promotion Organization of PDO.
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discovered in supermarkets. Therefore the Union, although they were afraid of the administrative task, decided to apply for an official recognition as a PDO; finalized in 1994.

The GI was created to first protect Nyons products from misuses and to add-value to the production.

It took almost 10 years for the Union to decide, agree and create the PDO Olives and olive oil of Nyons. The task was not easy but the members of the Union preferred to take enough time to work with experts on the definition of the Book of Specifications.

CHALLENGES TO SET UP THE BOOK OF SPECIFICATION

- Find a consensus among Union members to apply for the official recognition (PDO): the first difficulty was encourage, motivate farmers to create collectively the GI. Without a collective action, the GI would not have met today’s success.
- Development of the Book of Specification: the development of the BoS required the support of technicians and geologist. The objective of the BoS was to promote the ancestral and local know-how as well as the specific quality (taste).
- Implementation of the BoS: support was needed to help farmers to implement correctly the BoS.
- Cost of official controls: before 2008; INAO was in charge of official controls. Since 2008, INAO delegates control to accredited certification bodies and the costs of the control have to be beard by the operators themselves.

ORGANISATION OF THE SUPPLY CHAIN, ROLE OF THE COOPERATIVE

The PDO Nyons involved the following stakeholders:

- 731 olive producers
- 9 oil mills
- 1 cooperative (organization of producers)
- 40 confectioners

The cooperative plays an important role in the PDO supply chain and is the driving force of the GI approach. The cooperative possesses 4 key activities in the supply chain:

- Collection
- Storage
- Process (production of black olives – 4 different calibers- and olive oil)
- Distribution

The members of the cooperative recognized that without the cooperative, the success of the PDO would have been less important. The cooperative provides also services such as providing cleaned boxes to store the olives after harvest.

The organization and the role of the cooperative was similar to wine cooperatives (at the initiative of the GI in France). The success of the cooperative and the GI was based on the membership of all the
stakeholders of the supply chain. Without the membership, the power of the cooperative would have been less important and thus the GI. The access to the market was facilitate by the cooperative considered as a “big” operator.

Cooperative set up a traceability system based on a lot number system and able to track back the incoming batch usually gathering 4 or 5 producers. All the producers are identified with a code.

**PDO PRODUCTS PRICE**

The cooperative played an important role in the promotion and economic valorization of the PDO. The cooperative tool the risk to increase the price of PDO products by 20%. This increase was accepted by the market and olive cultivation was boosted.

Below are presented the price of PDO and non PDO olives and olive oil (price paid to producer):

<table>
<thead>
<tr>
<th>Products</th>
<th>PDO Nyons</th>
<th>Non PDO (France)</th>
<th>World</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olive oil</td>
<td>12,5 €/kg</td>
<td>10 € / kg</td>
<td>3 € / kg (Spain)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4-5 €/kg (Turkey)</td>
</tr>
<tr>
<td>Table olives</td>
<td>5 € / kg</td>
<td>3.5 € / kg</td>
<td>na</td>
</tr>
</tbody>
</table>

**THE ROLE OF THE UNION OF NYONS (DEFENSE AND PROMOTION ORGANIZATION) AND CONTROL PRICE**

The Union of Nyons possesses similar responsibilities as the Union of Apples and Pears of Savoie. The Union took also the responsibility to organize and support the cost of official audits. Therefore the GI holders annually contribute for the good functioning of the PDO. The contribution is distributed as followed:

- A fixed part of 15 €/ha (producers)
- A fixed part of 80 € / kg (oil millers and confectioners)
- A variable part based on the products
  - For PDO olive oil the price is: 0.28 € / kg of oil
  - For PDO table olive the price is: 0.11 € / kg

**IMPACT OF THE PDO ON USURPATION AND MISUSES**

The official recognition of the PDO allowed to reduce the usurpation and misuses of the attributes of olive and olive oil of Nyons. The official control and the role of the Directorate General for Competition Consumer Affairs and Prevention of Fraud realized a great work to prevent from usurpation and fraud.
7.4. Impact on the touristic activity

In Nyons 2/3 of the visitors know Nyons because of the olives; when the Tourism office of Nyons performs a study to explain the motivation of the tourists to come to Nyons, all the motivations had a link with the olives of Nyons:

- **Landscape**: olive orchards with lavender fields provide a peaceful and nice landscape, in line with tourists’ expectations
- **Products from the terroir**: olives and olive oil are recognized as high quality products and tourists are interested to have a direct supply on site
- **Climate**: olive trees suggest a warm climate, a dry climate (tourists don’t like the rain) nice to enjoy and to relax
- **“Art de vivre in Provence”**: art of living in that south part of French Alps call Provence: it suggests restaurants or bar terraces to enjoy coffee, wine and olives.

In terms of results for a small city (7 200 inhabitants) the Tourism Office of Nyons receives 85 000 visits of tourists. Usually we consider that only 10% of the visitors go to the Tourism Office, thus the number of visitors at Nyons can be yearly evaluated to 850 000, when you have only 6 000 beds in Nyons hotels.

30% of the visitors are foreigners. It shows that the reputation of Nyons and its products is wide, mainly in European countries.

This activity produces a turnover of 50.000.000€, including the local products and services to tourists. Producers and manufacturers are opened all year long and not only during touristic season, they organize tours, circuits, orchards visits, discovering activities.

Tourism office manager insisted a lot on the landscape conservation as well as the tradition of the Nyons area: they call the olive oil the “gold oil of Nyons”, to explain how the relation between the olive trees production and the touristic economy is strongly linked.

**Interest for fig and peach GI**: built awareness of the actors for complementary touristic activities. Some of them already think about it but their main activity is farming.
7.5. Study case: Organic peach supply chain: Agrobiodrôme and BIOTIFUL

A Geographical Indication shall not be developed only because a group want to add value to it products and region. A Geographical Indications shall be based on specific characteristics have we have seen previously: justifications need to be proven.

The development of a GI for Bursa peach is questioned as seems so far more difficult to implement. Therefore, we decided to include in the study tour a visit of a company of storage, packaging and distribution of organic peaches as well as an organic peach farm. These visits aimed to providing alternatives solution to differentiate and valorise their production, especially by implementing and promoting good agricultural practices.

7.5.1. Agrobiodrôme

IMPORTANCE OF A COLLECTIVE ACTION

The potential for GIs development depends on the involvement and motivation of the stakeholders of the supply chain to coordinate their actions and promote collective.

The example of Agrobiodrôme demonstrates it is not only an element for GIs success but also for other quality approach. Agrobiodrôme is a limited liability company (SARL in French) founded in 1991 by 5 producers who decided to strengthen their commercial and marketing force on the market. This company was for them an opportunity to sell collectively and thus share the risks but also the benefits.

Over the years, the company evolved and diversified its activity, especially with a trading activity to offer a wider choice to their clients.

To meet their clients demand they also increased the volume of products purchased and thus the number of farmers involved in the company increased. It is important to note that in this company, 80% of the capital is held by the producers (peaches and other products).

The company is still developing and diversifying its activity. Its next project is to buy a parcel where they could install a photovoltaic park that will be used for greenhouse production of salads, spinach... The company is at the same time planning to build a new building close to the field to sell the production directly to consumers.
MARKET & PRICE

To diversify and secure their income, the company decided to secure the supply chain by diversifying their distribution channels depending on the maturity and the quality of the fruits. The distribution channels are described below:

- Export in Switzerland, Germany, Belgium and England: 40%
- French market
  - 15% supermarkets
  - 20-25% specialised organic supermarkets
  - 20% catering

In France, the production of organic peaches is very low as it is technically a real challenge. Nevertheless there is a real demand from the market for organic peaches and the volumes sold by the company may increase easily to meet the demand.

*Agrobriodrôme concluded that there is a real demand for healthy, tasty and traceable products that can be offered through official quality signs.*

The price of the fruit depends on both the intrinsic quality and recognition of its quality through an official quality sign (i.e. Organic, GI etc.).

For organic products, the price is relatively stable during the season while in conventional the price goes up and down very rapidly depending on consumers’ demand. This fluctuation results in a high difference of price between organic product and conventional - about 40 to 50% for organic products – during high season; while in low season, the difference in prices is not so obvious between organic and conventional products.

TRACEABILITY

Organic certification requires a strong traceability system in place. Therefore, each batch of products that arrived at the company received a temporary labeling (with lot number and the organic seal) to allow the traceability from producers to consumers. For each batch/lot of products a traceability record is made.

Soon, the company will develop a system of flash code that will allow to trace from the parcel.

*The company explained that traceability from producer to consumer is the basis for the development of quality scheme and ensure consumers’ trust.* The company recommended to Turkish participant to invest their efforts in building a strong traceability system and specified that a strong traceability system is not always complicated and costly. It exist basic but powerful tools.
7.5.2. GAEC Biotiful

Joël Fauriel is an organic farmer in Loriol. He possesses a farm of 12 ha where he is producing organic fruits including organic peaches; organic vegetables and a bit of cereals and alfalfa.

The organic requirements forbid the use of GMO, chemical pesticides, herbicides and fungicides, the use of mineral fertilizers etc. Therefore Joël developed several alternative practices to produce organic and ensure a decent income (diversification of the production, rustic varieties, biodiversity etc.).

PESTS AND DISEASES MANAGEMENT

- Control of peach leaf curve

Varieties like Benedicte variety are rustic and don’t require treatments to control peach leave curve. For the less resistant varieties, Joël Fauriel is using copper (Cu) before leaves emerge 3 to 4 times/year. The first treatment is the most important to control peach leaf curve.

Bordeaux mixture can also be used to control peach leaf curve (2 treatments):
  - 1st treatment: 1.2 kg / 100L
  - 2nd treatment: 0.6 kg/ 100L

- Control of aphids

To control aphid, Joël Fauriel is using white oils (i.e. paraffin) or vegetable oils: about 2L of oils for 100L. About 2 to 3 treatments are realized each year. Natural pyrethrum is also used when flowering.

- Powdery mildew

Sulphur dioxide is used to control powdery mildew. This treatment is realized when the fruit is small and can be used until pit hardening.
IRRIGATION
Joël irrigate his parcels only if there is no groundwater. However for some parcels he is using irrigation 2 times per year.

SOIL MANAGEMENT
Joël Fauriel preserve the quality of his soil with zero tillage.

FERTILIZATION MANAGEMENT
Joël Faurier brings about 10 to 12 tons of manure per hectare every 2-3 years.
Mineral fertilizer are forbidden. However when the manure is sufficient, Joël is using organic fertilizers (6-4-10).

YIELD
15 tons/hectares

MARKET AND PRICE
To secure his income, Joël diversified its channel of distribution and diversified his products to be less dependent.
Therefore:
- Vegetables:
  - Supermarkets and wholesalers
- Peaches:
  - 80% farmers’ market
  - 20% direct sales: marketplace

Interest for the Turkish producers:
- Built awareness of the technical possibility of decrease the uses of pesticides, at least forbid the most toxic one’s in the BoS
- Understand that the quantity produced is not the good criteria to assess the production system: indeed, the producer margin depends on the final price and on the production costs.
- Management of the soil and the biodiversity is an important criteria which is actually not taken into account by Turkish producers.