Study tour to France on Geographical Indications

Developing origin-based food quality labels in Turkey’s Bursa region

13 – 17 March 2017

Organized in collaboration with ECOCERT France, and the Uludag University of Bursa, Turkey
The study tour is organized and supported with fundings from:

Food and Agriculture Organization of the United Nations

European Bank for Reconstruction and Development

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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.
Daily schedule overview

**Monday 13 March 2017**

- **12h30** Meeting @ the Lyon-Saint Exupéry Airport – Exit of the Arrival Terminal
- **12h45** Departure by bus
- **13h15** Lunch in Aix Les Bains
- **16h30** Arrival @ Hotel les Trésoms  
  *15, Boulevard de la Corniche, Annecy*
- **17h00** General workshop at the hotel
  1. Presentation of the program of the week to the participants
  2. Presentation of Christèle Mercier, INAO
     - Responsibilities of INAO
     - Benefits of GI for producers
     - Focus on legislative concerns (only for the Administrative representatives)
- **20h00** Free time and dinner @ Restaurant Le Bastringue  
  *3 Rue de l’Île, Annecy*

**Tuesday 14 March 2017**

- **8h00** Breakfast @ Hotel
- **8h30** Transfer to the Verger Expérimental de Poisy  
  *Route de l’École d’Agriculture, Poisy*
- **9h00** Workshop on the GI Apples and Pears of Savoie
  1. History of the GI: Why a GI, what are the main steps to develop a GI, who was the leader/applicant, what support was received from which organizations, and content of the CoP
  2. Control System: presentation from the certification body/auditor
  3. Logo and communication activities
  4. Q&A
- **12h00** Lunch @ Restaurant Le Couac  
  *161 route d’Annecy, Poisy*
- **14h00** Transfer to the expedition station of Apples and Pears of Savoie products  
  *124 Route des Grands Champs Sud, Viry*
14h30  Workshop on the GIs commercialization
   1. Discussion on the commercial part
   2. Visit
   3. Q & A

17h00  Transfer to the hotel

18h30  Workshop at the Hotel on the Book of Specifications for black figs

20h00  Diner @ Hotel and free time

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**Wednesday 15 March 2017**

8h00  Transfer from the hotel to Agrobiodrôm
   *Les Marais, Loriol-sur-Drôme*

10h30  Workshop on organic Peach Productions
   1. Presentation of the company: organization, responsibilities, etc.
   2. Organic products
   3. Visit
   4. Q & A

12h30  Lunch @ Manufacture Aix & Terra
   *N7 Chemin du Mouillon, Saulce-sur-Rhône*

14h30  Visit at GAEC Biotiful, fruit producer
   *Les Fières, Loriol-sur-Drôme*

16h30  Transfer to the Hotel Colombet
   *53 Place de la Libération, Nyons*

18h00  Workshop at the Hotel on the Book of Specifications for peaches

20h00  Free time and dinner @ Le resto des arts
   *13, rue des déportés, Nyons*
Thursday 16 March 2017

8h00  Breakfast @ Hotel

8h30  Transfer to the Cooperative Nyonnaise
      Place des Oliviers, Nyons

9h00  Workshop on the GI Olives de Nyons

1. History of the GI: Why a GI, what are the main steps to develop a GI, who was the leader/applicant, what support was received from which organizations, content of the CoP

2. Focus on the involvement on the whole supply chain: producers, processors

3. Control System

4. Logo and communication activities

5. Q & A

10h30  Visit of the Cooperative Nyonnaise

12h30  Lunch @ Restaurant Les Oliviers
      2, rue André Scoffié, Nyons

14h30  Meeting @ the Tourism Office of Nyons
      How does the GI promote and valorize Nyons’ area?

15h30  Transfer to the Hotel Cour des Loges
      6 Rue du Bœuf, Lyon

18h00  Closing meeting of the study tour at the Hotel

19h00  Visit of Lyon and diner @ Restaurant Ravigote
      76 rue Mazenod, Lyon

Friday 17 March 2017

9h00  Transfer to the Lyon-Saint Exupéry Airport and departure
Contacts

- Syndicat Fruits de Savoie
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- Syndicat interprofessionnel de défense et de gestion de l’Olive de Nyons et des Baronnies
  Mme Bouche
  olive.nyonsaoc@orange.fr
  +33 04 75 26 95 00

- Institut National de l’Origine et de la Qualité (INAO)
  Mme Mercier
  www.inao.gouv.fr

- Agrobiodrôm
  www.agrobiodrom.fr

- Office du Tourisme de Nyons
  Mme Thirot, General Director

- GAEC Biotiful
  M. Fauriel, owner

Hotels

- Hotel les Trésoms, Annecy
  15, Boulevard de la Corniche
  74 000 Annecy, France
  www.lestresoms.com

- Hotel Colombet, Nyons
  53, Place de la Libération
  26110 Nyons, Francia
  www.hotelcolombet.com

- Hotel Cour des Loges, Lyon
  6, Rue du Bœuf
  69005 Lyon, France
  www.courdesloges.com

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Narlidere peaches cooperative

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Peaches producer

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Peaches producer

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General itinerary of travel

1. Lyon
2. Annecy
3. Nyons