Support to Sustainable Honey Value Chain in Turkey through Geographical Indications

Bursa Study Tour Report

August 2019
**Name of the Activity:** Study Tour for Turkish beekeepers to visit the organisations that have Bursa black fig, Bursa peach and Gemlik olive geographical indication

**Date of the Activity:** 28 – 29 August 2019

**Place of the Activity:** Bursa, Turkey

**Number of Participants:** 27 (Annex I)

The Study tour saw the participation of beekeepers from five Turkish province associations (Aydın, Balıkesir, Çanakkale, Manisa and Muğla) and the Turkish Association of Beekeepers (TAB). The purpose of the technical tour was to raise awareness and improve knowledge of beekeepers on Geographical Indications (GIs) through technical visits and discussions with the producers of Bursa Black Figs, Bursa Peaches and Gemlik Olives (Turkish GI products).

**28 August 2019**

**10:00 – 12:00   Training of beekeepers on GI**

The Study tour started with a training on GIs for beekeepers. The training was held in the Bursa Uludag University (BUU) meeting hall. After a round of introduction of all participants, Ms. Maria Ricci, Project Manager, FAO, explained the aim of the meeting, presented the general information and activities of FAO and EBRD and in particular of the project. Prof. Sertaç Dokuzlu, local coordinator, gave information about Turkish regional products, the meaning of GIs, specific objectives, main activities and timeline of the project. Mr. Raffaele Dall’Olio, beekeeping and honey international expert, discussed with beekeepers about their production practices, production area and sampling methodology for the analyses to be conducted within the project.

**Topic discussed**

- Production practices and product characteristics of Turkish pine honey in accordance with producer’s experience.
- Sampling for honey analyses and harvest season of Turkish pine honey.
- Building a consortium that covers all stakeholders of the pine honey sector for managing GI.

**Questions raised**

- What is the potential benefits to have a GI for pine honey producers?
- Is the geographical indication will include the first harvest of the pine honey?
- Is there any GI pine honey in the world?
- What is the management process of a GI?
- Who will be the applicant of GI?
Conclusions/outcomes

- Participating in the GI process will be beneficiary for beekeepers.
- Establishing a consortium that covers all stakeholders of the sector is an efficient way to manage Turkish pine honey GI.
- Meeting market quality demands is important for GI success.

14:30 – 16:00 Visiting Barakfakih Agricultural Cooperative

Beekeepers met with Mr. Bekir Sarıpınar the president of Barakfakih Agricultural Development Cooperative and Mr. Haluk Kürel the vice president of Bursa Region Agricultural Cooperative Union that is the applicant of the Bursa Peach GI. Peach packing area, cold store and an orchard has been visited. Mr. Haluk Kürel gave information about their GI application preparation process and the contribution of FAO. A peach orchard has been visited and control process has been demonstrated. Beekeepers had the chance to taste Glohaven and Hale that are the peach GI varieties.

Topic discussed

- Experience of Bursa Peach GI process.
- “Book of specification” and “code of practices”; meaning and content.
- Internal control process of Bursa Peach GI.

Questions raised

- How did you begin the GI application process and what was your intention?
- What is the difficulties of GI process?
- What is the benefits to have a GI?

Conclusions/outcomes

- Participation and commitment of the producers are very important for the success of the implementation of GI.
- Importance of code of practices in order to produce high quality products.

29 August 2019

09:00 – 12:30 Visiting Bursa Agricultural Cooperatives Union – Karabalçı Village Packaging Facility

Fig producer’s cooperative packing facility has been visited. Mr. Özkan who is the president of the cooperative union gave a brief information about the cooperative. Beekeepers had chance to see control process at the packing stage. Beekeepers visited a fig orchard.

Topic discussed

- Experience of Bursa black fig GI process.
“Book of specification” and “code of practices”; meaning and content.
- Internal control process of Bursa black fig GI.
- Marketing activities of Bursa black fig.
- Coding system for control of GI.

Questions raised
- How did you begin the GI application process and what was your intention?
- What is the difficulties of GI process?
- What is the benefits to have a GI?
- What was the contribution of the FAO Project to your organisation?

Conclusions/outcomes
- Participation and commitment of the producers are very important for the success of the implementation of GI.
- Quality standards, packaging and commitment of the cooperative members is important for success in the market.

14:00 – 15:30 Gemlik Commodity Exchange

Pine honey producers met with Mr. Bahadır Selvi who is the General Secretary and Ms. Yasemin Şimşek who is the GI responsible officer of the Gemlik Commodity Exchange (GTB)

Topic discussed
- Gemlik olive GI implementation process.
- Computer software program for traceability of the producers and traders of Gemlik olive.
- Challenges with unfair use of the registered name of “Gemlik olive”

Questions raised
- How does the software program work?
- Who is the audit team?
- How often is the audit performed?
- Which analysis are carried out during the control process of GI?
- What is the transactions made in case of determination of any misuse of the name "Gemlik olive"?

Conclusions/outcomes
- Establishment of a software program make easier to control GI products.
- Control of misuse of the name of the GI product is important in order to save reputation of the product and income of the producers.
- Product analysis is important for to ensure quality of GI product.
**15:30 – 16:30 Katırlı Agricultural Cooperative**

Katırlı Agricultural Development Cooperative is one of the successful cooperative in terms of marketing and they are applying Gemlik Olive GI successfully. Beekeepers were meet with Mr. Hulusi Bayrak who is the president of the Cooperative.

**Topic discussed**

- Benefits of GI
- Marketing activities of the cooperative
- Profit share

**Questions raised**

- What is the distribution channel of the cooperative for Gemlik olive?
- What is the benefits of using GI labels on the product?
- What is the price difference between GI and non-GI table olives?
- How is the cooperative profit shared among the members?

**Conclusions/outcomes**

- Organizing of the producers increases the marketing success.
- Quality products have higher market value.
- Geographical indications play a role in making the value chain fairer.

**STUDY TOUR CONCLUSIONS/OUTCOMES**

1. Beekeepers saw the GI implementation and better understand the GIs.
2. Beekeepers realised the importance of having an effectively working organisation.
3. Beekeepers realised the necessity to work with the actors of whole value chain in order to get success both in domestic and international markets.
4. Beekeepers realised the necessity to establish a traceable system in order to manage GI.
5. Beekeepers learnt the benefits of GI.
6. Beekeepers realised the necessity to establish a consortium for applying GI.
## Annex: Participant List

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