Identification of potentials for protection of geographical indications of products in Montenegro

Donja Gorica, 21 April 2015
What are the reasons why consumers decide to buy a product?

- ① Price
- ② Organoleptic Quality (taste, appearance)
- ③ Origin
- ④ Environmentally friendly
- ⑤ Ethic, Social
Each consumer is different and value these criteria differently

Market segmentation
Product differentiation

Different communication strategies by producers, manufacturers and retailers

Different labels
Turn-over in millions Swiss Francs of products with sustainable labels (Organic, Biodiversity, Fair trade, Community development) in Coop Switzerland
Carrefour

Organic products

Fair Trade products
Specific environmental conditions:
Relief, weather, penology, plant varieties and breeds

Human factor:
Community: Habits, culture, religion

Good ideas for development and knowledge preservation

• Only local food products were considered as traditional at early stages... but with the development of science and knowledge, standardization of the food products is dominant, however traditional way of food preparation is present globally!
Official labels of quality in EU

Protected designation of origin PDO

Geographical indication PGI

Traditional speciality guaranteed TSG

Organic production

Agricultural and food products which have been fully produced, transformed at the particular geographic area using know how and ingredients from the region that is linked to the geographic origin.

Agricultural and food products which are in direct link with geographic area of production and at least one of the phases of production, transformation or preparation is in the production area.

Emphasis is on the traditional character, either in the ingredients or ways of preparation, not linked to territory or region.

Quality from the origin

Way of production
Why do we need official geographic indications of origin?
GI- Europe

By country

Type of products

DOOR: Database for registration of food products
http://ec.europa.eu/agriculture/quality/door/list.html
DOOR database

- Diversification of on the farm production
- Promotion of traditional food products
- Increase of farmers income
- Maintaining rural population
- More information for consumers

Februar 2011: **1000 registered products**
April 2013: **1108 registered products**
Typicity: definition still in development ...

Typicity is identification of the product based on human factors:

- Particular type of products have characteristics defined by technical aspects (livestock or agronomy...) but also cultural aspects (defined and selected by the community that creates typicity and describes it) These characteristics give specificity and tools for identification.
Type of product vs. typical product

- **Type of product** – all these characteristics that are defining a product – differences could be noted only by trained experts
- **Typical products** – characteristics of products that immediately make a link to region of production or process of production

Type of product

Dry or smoked ham, prsutoto

Typical products

- **NJEGUŠKA PRŠUTA**
- **PARMA PRŠUTA**
- **SERANO PRŠUTA**
- **TIPičAN PROIZVOD**
• Why protecting the name of a product?

• Producers that register the indication of origin for their product will benefit from the fact that the consumer awareness of their product will increase.

• That is supported by increasing preferences of the consumers towards regional and quality specific food products.

• Geographic indication of origin and quality schemes for traditional specialities increase diversity of agricultural production and help the producers giving them the information regarding product specifics.
Inventory of products in GI

The objective of the inventory is identification of all food products which fulfill the following criteria:

- Traditional products that have specific characteristics that are generated as a result of natural conditions in particular locality or knowledge and skills of the producers, inherited through generations

- Products with reputation, recognized by consumers that live in the region where the products are produced

  OR

- Products that are traditionally consumed as additions, spices or particular dishes meaning typical products of Montenegrin cuisine.
The objective of the inventory

- to identify the potential for declaration of these products

- To initiate the promotion of quality strategy

- To ensure support to the measures identified through projects or governmental instruments
Expected results

• Registry of the existing products will be created, allowing to the increased awareness among producers and consumers regarding existing value of their products, and enable better understanding of diversity and richness of agricultural and food products in Montenegro.

• Registry will provide necessary information for the selection of pilote products for development and registration of geographical indications for meat products, within FAO EBRD project.
Type of products

- Cheese
- Other diary products
- Fresh meat
- Fresh fruits
- Processed fruit
- Fresh vegetables
- Processed vegetables
- Honey and similar products
- Cereals
- Oils
- Fish
- Other sea products
- Bread
- Pasta
- dishes
For each identified product we record the information about:

- Way of production
- Origin of raw material
- Use of geographical indications in identifying a product
- Uniqueness of the production
- Specific knowhow in production
- Influence of natural conditions to product quality and process of production
- Specific recipes
- Economic indicators linked to production
The first results

- Registry will contain over 400 different traditional products including traditional dishes
- Covers the whole territory of Montenegro
- Preliminary results show that some products fulfill the criteria necessary for protection of the geographic indications of origin
- Until now the particular diversity and specifics of products have been identified for:
  - Honey and similar products
  - Cheeses
  - Fresh meat
  - Processed and fresh fruits and vegetables
  - Traditional dishes: kačamak; raštan; popara; priganice
Thank you for your attention

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