

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

SEMINAR report

October 2017



Food and Agriculture Organization
of the United Nations



European Bank
for Reconstruction and Development

1. Introduction

1.1. 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 3-days mission was organized in Bursa from the 10th to 12th of October to:

- Prepare the seminar
- Carry out the seminar
- Follow up on the **Book of Specification, the control and sanction plan**
- Follow up on **logos**

1.2. Mission team

Nemanja GRGIC, EBRD

Sertaç DOKUZLU, Uludag University, Turkey

Jean-Claude PONS, Ecocert Expert Consulting, France

Maud ROGGIA, Ecocert Expert Consulting, France

1.3. Planning

Date	Activities
10.10.17	<ul style="list-style-type: none">· Preparation of the workshop· Nitrogen test in fig plots
11.10.17	<ul style="list-style-type: none">· Preparation of the workshop· Follow up on the logo and BoS
12.10.17	<ul style="list-style-type: none">· Workshop

2. Workshop

Objectives: The main objective of the seminar is to present and discuss about the GI application (in terms of content) and define the guarantee system: inspection bodies, control methodology (control plan and rules) for figs and peaches in Bursa.

Participants: 83 participants

Organisations: TPTO, Ministry of Agriculture, Ecocert-IMO Turkey, **others?**

Content:

1. Presentation of EBRD by Nemanja GRIGC, EBRD London
2. Introduction to the project, the project methodology and the first results by Sertaç DOKUZLU
 - a. GI concept and definition
 - b. Brief description and explanation of the methodology
 - c. Brief presentation of the results of organoleptic test, chemical analyses, delimitation of area, surveys and study tour
 - d. Presentation of the logo for vote
3. Presentation of Fig and Peach BoS by Maud ROGGIA
 - a. Content of the BoS
 - b. Point to discuss
 - c. Next steps
4. Presentation of the control and certification options by Jean-Claude PONS
 - a. Reasons and importance of the controls
 - b. Content of the control: control plan, sanctions
 - c. Presentation of the possible “control and certification” options: organisation, costs, and SWOT analysis.
5. Debate

2.1. Debate

The main point discussed during the debate are listed below:

Content of the Book of Specification

DISCUSSION 1. The criterion about the size of the figs.

Alara representative raised the issue that the size of the figs in the BoS is very big. As a consequence only a small part of the harvest (30%) can be compliant with the requirement of the BoS. His explanation is based on the fact that the size of the fig decreases with the season (big at the beginning and smaller at the end of the season).

TPTO representative replied that the specificity of the GI must be stronger than other non-GI products. She took the example of French grapes, where the BoS specifies some quotas for GI products. Besides she underlined that the specificity of the Bursa Black figs is its big size compared to other figs. Thus, even if there are different sizes of figs according to the harvesting season, we must keep only one standard to address to the consumer.

JC Pons said that this debate belongs to the members of the supply chain. It must be a decision that the GI holder should take comparing inconveniences (loss of a part of the sold harvest under GI label) and advantages (deciding of a clear fruit standard that the consumer is expecting and easy to recognize). So, this question is not a technical question but a political question, indeed the decision depends on the policy of the GI members/holder.

DISCUSSION 2. Density of trees

A farmer raised the question of trees density and asked what will be the consequences if instead of having 20 trees/ha there was 22 trees/ha.

JC Pons answered that in this case, the density was close and this was acceptable.

DISCUSSION 3. Use of herbicide

The debate was about the interdiction of use herbicides.

Surprisingly all the farmers agreed on this criterion and said that it was easy for them to find alternative practices.

Control options

DISCUSSION 4. Preference for control

Some participants talked in favour of option 2 (internal control) and option 3 (contracting a control committee). **Nobody supported option 1.**

Debate was more on the risk of conflict of interest in case of contracting people having personal relationship with producers (friends, family...) as well as contracting a control body with the economical link (GI pays the control body).

Ecocert-IMO Turkey representative answered that they are under supervision of the State accreditation body which prevents economical conflicts of interests, and guarantees impartiality, independence and competence.

Economic added-value

DISCUSSION 5. Economic added value of GI

A producer shared his doubts about the possibility of having a “premium” price for GI.

EBRD representative answered that the bank would not have support the project if they doubted on the add-value creation possibility. He underlined that the economic development is based on a better value of the agricultural products growing in Bursa area.

Technical questions

DISCUSSION 6. Availability and costs of organic matter / manure

Some producers raised the question of the quantity of requested manure and the cost, as it is request in the BoS.

JC Pons reminded that the quantities displayed in the BoS are the result of the onsite technical survey, and thus, of the statement of the producers. For most of the participants it was possible to supply the orchards with the required quantities.

2.2. Outcomes of the seminar

The main outcomes of the seminar are the following

- There is a strong involvement of the participants who showing a strong interest for the GI. The consultants noticed a better understanding of the GI concept and purpose. Awareness of Bursa fruits identity as well as the necessity of their protection are now understood.
- There is still a fear of facing too much difficulties to meet requirements that may prevent producers from applying for the GI. For this specific point it has been answered that it is a personal choice of each producer; if they want to apply, they are free and it is their decision.
- This time there was no discussion on selection of only 1 variety for peach (Haley variety). Due to Sertaç explanation on chemical and organoleptic survey, producers are now convinced of the relevancy of the Haley choice,
- This time, there was no discussion about area delimitation. It seems to be accepted by all the participants...
- The trend of control options was option 3, may be with a sub-option of internal control to be set up by the association

3. Next steps

- Finalization of the BoS version 3 before end of the year.
- Sertaç tasks:
 - ✓ Complete area delimitation in the BoS (§5.1)
 - ✓ Complete association/GI holder name (§1)
 - ✓ Complete the historical background (§4.2)
- Jean-Claude tasks
 - ✓ Complete the fertilisation § for peach and figs
 - ✓ Complete the hygiene part for the 2 BoS
 - ✓ Complete the control plan for the 2 BoS
 - ✓ Complete the sanction scale for the 2 BoS
- Maud tasks: make a synthetic table of the 2 control options (see annex).
- Finalise the BoS with the final validation of their content with the producers and processors: mission end of December or early January reading line after line for a final acceptance of the BoS before registration with TPTO. We should provide a Turkish translation of the BoS 2 week before the last decision meeting and ask the producer groups to discuss together prior the final decision.
- Finalise the control option with the producers and processors. They should define the final control committee to be displayed in the BoS
- Registration with TPTO early January
- Preparation of the marketing plan and market test: spring 2018
- First GI distribution summer 2018 including market test.

4. Logo Results



Annex

Activities / tasks	OPTION 2. First part verification		OPTION 3. Third Part Certification	
	GI Holder / Association	Internal Control Committee*	GI Holder / Association	Committee – Certification Body (private)
ADMINISTRATION				
Registration of GI users (=operators)	X		X	
Database of the registered operators	X		X	X
Designate the control committee	X		X (select CB)	X (select inspectors)
Assure inspectors competencies		X		X
Control organisation: schedule, list of yearly operators to control		X		X
Inspector assignment		X		X
INSPECTION AND CERTIFICATION				
Carry out inspections (2 on-site + 1 organoleptic analysis)		X		X
Report review		X		X
Report validation and decision of the compliance of the operator		X		X
Follow up of non-compliances		X		X
Serious deviation misleading the consumers (fraud): take actions	X		X	
Issuance of a certificate	n/a	n/a		X

* The Internal Control Committee is composed of members of the GI association (= operators).