

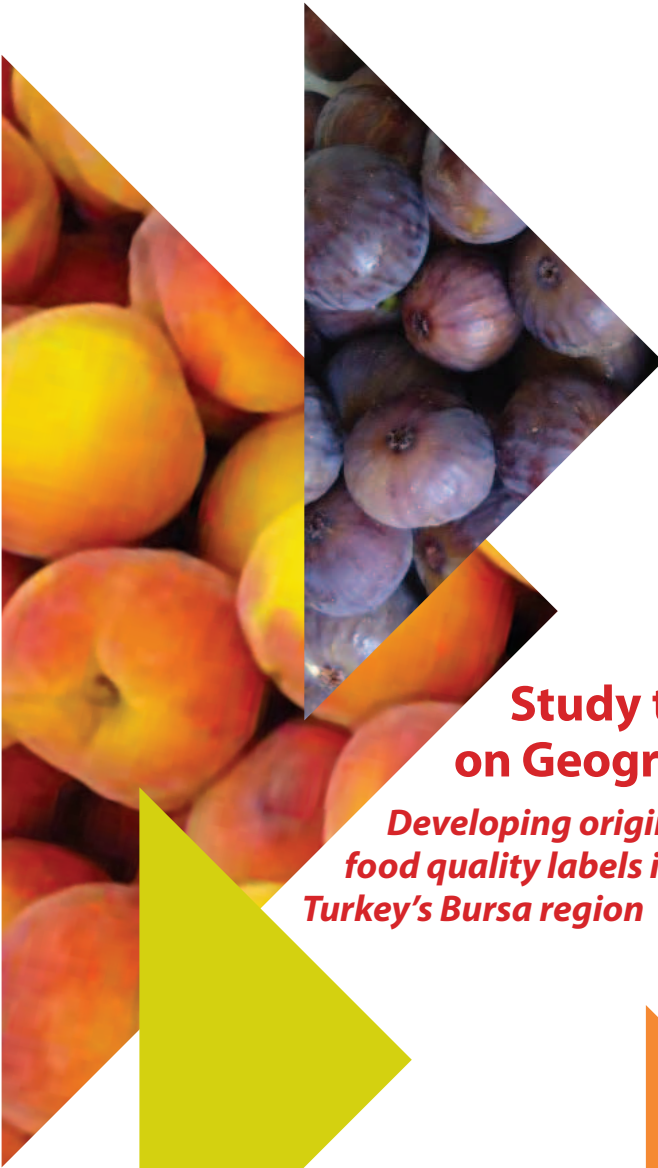
The study tour is organized and supported with fundings from:



Food and Agriculture Organization
of the United Nations



European Bank
for Reconstruction and Development



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

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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'Ecole 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

Wednesday 15 March 2017

- 8h00 Tranfer 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 Yonnaise
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 Yonnaise
- 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

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■ 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 Thiroit, 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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Mr Mustafa Bayram

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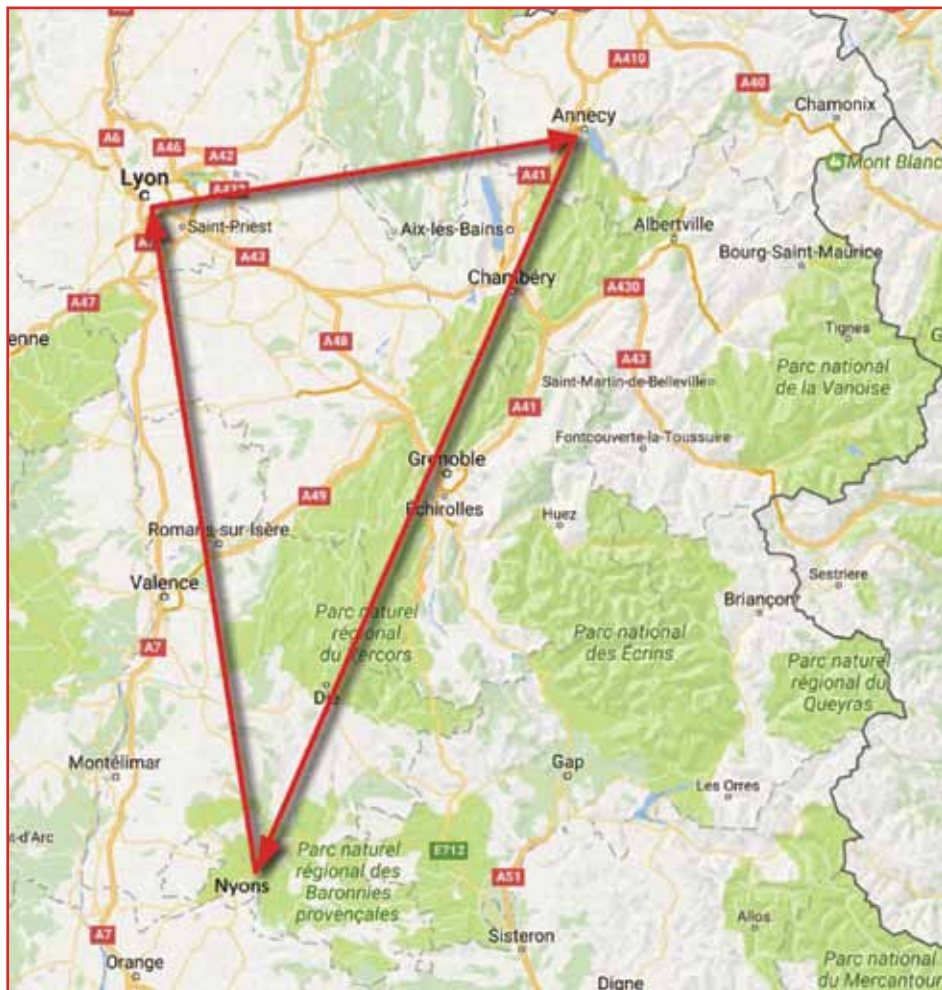
Ms Maud Roggia

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Prof. Dr. Sertac Dokuzlu

Associate Professor/national coordinator
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General itinerary of travel



1. Lyon
2. Annecy
3. Nyons



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