3rd International Antalya Seminar

Governance of Local Food Value Chains and Geographical Indications in Turkey and Other Mediterranean Countries

10-14 October 2012, Antalya-Turkey

Organized by:

Center for Economic Research on Mediterranean Countries, Akdeniz University, Antalya, Turkey
International Center of Advanced Mediterranean Agronomic Studies
Mediterranean Agronomic Institute of Montpellier, (CIHEAM-IAMM), France
Turkish Patent Institute (TPE)
Union of Chambers and Commodity Exchanges of Turkey (TOBB)
and by:
Antalya Commodity Exchange

Supported by:
The Ministry of Culture and Tourism of the Republic of Turkey,
Unesco Chair and Unitwin Network on World Food System, Montpellier SupAgro
and Institute of the Economical Prospective of the Mediterranean World, Ipemed, Paris
This event is in continuity with the seminars organized in Antalya in April 2008 and in December 2010 by the Akdeniz University and the CIHEAM-IAMM. The focus of this 3rd International Antalya Seminar is on the governance of local food value chains in order to point out and analyze the constraints and bottlenecks that encounter the small landholders, handicraftsmen and small processors in accessing to domestic and international markets.

Good achievements are realized within institutional and administrative frameworks both at national and international levels and many Mediterranean Partner Countries (MPCs) have their legal, economic and cultural schemes to organize the GI certifications. The main objective of the seminar is to assess how and to what degree these achievements benefit the producers and processors of GI certified local products within the current organization of the local food value chains.

So, this event aims to get together producers, processors, their legal representatives, as well as representatives from academic and institutional spheres to debate on the current situation observed in local food value chains, to develop competitive strategies in accordance with good agricultural practices and to propose some aspects of future public policies for a better organization of suppliers. In the first part of the seminar, executives from national and international organizations working on GIs will bring in the recent institutional developments and introduce success stories from the most advanced countries in the field of GI certification. The second part of this event is organized around three workshops on three main Mediterranean product groups: dairy products, olive and olive oil and fruits gathering the producers and/or their representatives to discuss on the governance of the value chains in the different parts of the Mediterranean basin.

The ultimate purpose of the 3rd International Antalya Seminar is to found an international network on Local Food Value chains and Geographical Indications in the Mediterranean aiming to better organize these value chains and to encourage the preservation of the food diversity by introducing environmental friendly production patterns respectable of biodiversity that links inherited know-how with history and innovations.

Participation of producers’ associations and unions from the EU and the MPCs, as well as from other regions of the world will be encouraged and supported.

General orientation

The 3rd International Antalya Seminar comprises of four work days, three of which will involves conferences, round tables organized as three workshops corresponding to three main Mediterranean food value chains (dairy products, olive and olive oil and fruits) and a general synthesis. One day is separated for field workshops in different localities in which GI certified or local products are grown between Antalya-Finike and Elmali.

This event is organized by Akdeniz University and CIHEAM-IAMM and involves the representatives of academic, professional and associative spheres.
Scientific Committee

Selim Çağatay (Akdeniz University, Antalya, president)
Yavuz Tekelioğlu (honorary president)
Théodosia Antopoulou (Pantheon University, Athens-Greece)
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Laurence Bérard (CNRS Lab. Ethno-terroirs, Bourg-en-Bresse, UMR 7206)
Leo Bertozzi (General Manager, Consorzio Parmigiano Reggiano, Italy)
Jean-Pierre Boutonnet (IAMM, Montpellier, UMR Elevage)
Geneviève Cortès (Université Montpellier III, Montpellier, UMR ART-Dev)
Marc Dedere (Université Montpellier III, Montpellier, UMR ART-Dev)
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Vincenzo Fersino (CIHEAM, Paris)
Gérard Ghersi (Professor emeritus, Montpellier-France)
Dimitri Goussios (Thessalie University, Volos-Greece)
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Sayım Işık (Akdeniz University, Antalya-Turkey)
Salgur Kançal (Picardie Jules Verne University, Amiens-France)
Ali Koç (Akdeniz University, Antalya)
Florence Palpacuer (ISEM, Université de Montpellier 1, Montpellier, France)
Jean-Louis Rastoin (Professor emeritus, President of World Food System UNESCO Chair)
Javier Sanz Cañada (Social Sciences and Humanities Center, CSIC, Madrid)
Fulya Savran (Akdeniz University, Antalya-Turkey)
Selma Tozanlı (CIHEAM/Institut de Montpellier, UMR MOISA)
Massimo Vittori (Executive Officer, OriGin, Geneva, Switzerland)
Organising Committee

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Zafer Yaşar (Agency for Financial Fund for Agricultural and Rural Development, Karaman)
Mehmet Zanbak (Akdeniz University, Antalya)
Beyhan Akay (Akdeniz University, Antalya)

FREE ENTRY, REGISTRATION REQUIRED:

selimcagatay@akdeniz.edu.tr

Hotel bookings and travel expenses are on the charge of the participants
### Program

**October 10\(^{th}\), 2012**

**Arrival to Antalya**

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>08:30</td>
<td>Opening speeches</td>
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<td>Yavuz Tekelioglu, Honorary president of the Organizing Committee of the 3rd International Antalya Seminar</td>
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<td>Selim Cagatay, Director, Center of Economic Researches on Mediterranean Countries, Akdeniz University</td>
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<td>Israfil Kurtcephe, President of Akdeniz University</td>
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<td>Habip Asan, President of Turkish Patents Institute</td>
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<td>Vincent Dollé, Director, CIHEAM, Institute of Montpellier</td>
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<td>Rıfat Hisarcıklıoğlu, President, Union of Chambers and Commodity Exchanges of Turkey</td>
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<td>Laurent Bili, French Ambassador in Turkey</td>
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<td>10:30</td>
<td>Coffee break</td>
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<td>11:00</td>
<td>Introductive speeches to the seminar</td>
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<td>Jean-Louis Rastoin, UNESCO Chair on World Food System, « Food value chains based on closeness : challenges and strategic perspectives »</td>
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<td>Enrico Lupi, RECOMED, Mediterranean Olive Cities Network</td>
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<td>12:30</td>
<td>Lunch break</td>
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<td>14:00</td>
<td>Seminar session : How International Organizations Approach to Geographical Indications : Now and in the Future ?</td>
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<td>Chair : Kaan Dericicioğlu - Reporter : Laurence Bérand</td>
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<td>OMC : Thu-Lang Tranwasescha, « How the WTO approaches to geographical indications ”</td>
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<td>WIPO : Marie Paole Rizo, « Geographical indications : work realized by WIPO »</td>
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<td>FAO : Ayşegül Akin, “FAO’s role and programme/projects on origin products and GIs”</td>
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<td>OriGIn : Massimo Vittori, « Unity is strength: OriGIn, the Global Alliance of Geographical Indications”</td>
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<td>16:00</td>
<td>Coffee break</td>
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<td>16:30</td>
<td>Seminar session : How National Institutions Approach to Geographical Indications, Governance of Geographical Indications?</td>
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<td>Chair: YavuzTekelioglu - Reporter : Vincent Dollé</td>
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<td>Brasil: Jorge Ávila, President of Intellectual Property National Institute</td>
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<td>France : Véronique Fouks, INAO</td>
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<td>India : Kaushik Basu, Darjeeling Tea Association</td>
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Italy: Filippo Arfini, University of Parma, “GI Producers Associations and representativeness: implications for the coordination and governance. The case of the Parma Ham and Parmigiano Reggiano PDO”

Turkey: Habip Asan, Turkish Patent Institute

USA: Jim Bingen, Michigan State University, “GIs in the US, alternative futures”

19:00 Launching of the Euro-Mediterranean Forum on Local Food Products, Opening cocktail

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October 12th, 2012

8:30-9:00 Opening speeches of the workshops
The role of institutions in the good governance of local food value chains, Bernard Bridier, Cirad, Montpellier
From internal governance to governance by third parties - the case of “small” GIs in France, Laurence Bérard, CNRS, Bourg-en-Bresse

9:00-12:30 Dairy products workshop:
*Chair: Fillippo Arfini*  
*Reporter: Selma Tozanlı*

**France**, Roquefort cheese (Anne Richard)  
**Greece**, Feta cheese: how to marry tradition and competitiveness? (Dimitris Goussios –Dimitris Kissas)

**Italy**, The role of the Body of Defense and Management of the Governance of Value Chain of Parmigiano Reggiano PDO (Leo Bertozzi)

**Portugal**, Evora cheese PDO and Serpa cheese PDO (Luis Torres Vaz Freire)

**Turkey**, Ezine cheese (Aytaç Yıldıız)

12:30-14:00 Lunch break

14:00 – 17:30 Olive and olive oil workshhop:
*Chair: Mustafa Tan, National Olive and Olive oil Council of Turkey*  
*Reporter: Marc Dedeire*

**Greece**, Kalamata PDO products lever in development, (K. Liris, Messina Cooperatives Union)

**Italy**, Riviera ligure PDO olive oil: essay of a coordinated governance (Giorgio Lazzaretti, Consorzio Tutela Olio DOP Riviera Ligure)

**Portugal**, Azeite de Moura PDO olive oil (Luís Santa Maria)

**Spain**, Territorial governance of the Andalouse PDO olive oils: quality, innovation and marketing of “Estapa” PDO olive oil (Sevilla and Cordoba) (J. Moisés Caballero, Javier Sanz Cañada)

**Tunisia**, Tunisian label of olive oils (Zakaria M’had, Technopôle agroalimentaire de Bizerte)

**Turkey**, Süd Aegean and Edremit Gulf Olive Oils (Veli Ercan, TARİŞ, Olive and Olive Oil Union)

19:30 – Gala diner
08:00-10:00  Travel by bus to Finike

10:00 – 12:00 Visit to the Finike Producers’ Union of Fruits Celal Bülbül
Visit to Meysan company : Akın Veziroğlu

12:00 – 13:00 Lunch break

13:00 – 15:00 Travel by bus from Finike to Elmali

15:00 - 17:00 Visit to the Likia vineyards
The first wine city of the world is re-borning after 4500 years. Antalya, Elmali region is a unique and a new place for Likya Wines who are planning to get their place in the quality UK wine market

17:00 – 19:00 Travel by bus to Antalya

October 14th, 2012

09:00 - 12:30 Fruits workshop:
Chair: Dimitris Goussios - Reporter: Salgur Kançal
Algeria, Tolga Deglet Nour Dates, supremacy of a terroir and recognition of a know-how (Fayçal Khebizat)
Spain, Valencia Oranges (Juan Bta. Juan Gimeno)
France, Périgord-Limousin Chesnuts ( Bertrand Guérin)
Greece, Organisation and dynamics of the Cooperative of « Corinthe raisins » (Théodosia Antapoulou and Y. Panagou)
Morocco, Berkane clementines, Fatima El Hadad-Gauthier
Portugal, Characteristics and opportunities for the PDO fruits of the North of Alentejo : S. Julião cherries (Victor Dordio)
Turkey, Round hazelnuts of Giresun (Özer Akbaşlı)

12:30 - 14:00 Lunch break

14:00 - 15:30 Wrap-up session on workshops

15:30-16:00 Coffee break

16:00 - 17:00: Launching the Mediterranean Network on typical quality and origin agro-food products Vincent Dollé, CIHEAM-IAMM

17:00- 17:30: General synthesis and closing speeches