



The Role of Geographical Indications is Development of Mountainous Regions

*Practical example from Georgia - Tushetian GUDA,
Protected Appellation of Origin*

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For **BIO**tiful Life!
Organic product. Rural diversity.



About Elkana

Biological Farming Association "**Elkana**", a non-governmental Georgian organization, founded in 1994. Works with about 2.5 thousand farmers all over Georgia.



Fields of operation:



Organic Agriculture, Agroecology



Agricultural Biodiversity Conservation



Rural Tourism and valorization of local production



Advocacy for farmers rights and rural development policies

Georgia

Georgia is well-known for its diverse environment - its wide range of climates, soils, and vertical belts. Due to such diversity each region of Georgia is famous of its local food products linked to the particular environment and indigenous knowledge.



Old agricultural country - traced back to the 6th millennium BC



Belongs to western Asian center of domestication of plant and animal species - rich agricultural biodiversity



Country of traditional food production & processing – 8000 years of “Qvevri” wine production, protected by UNESCO as intangible cultural heritage



Soft wheat imprints on adobe brick, Arukhlo, 6th millennium BC, Collection of Georgian National Museum



Qvevri - earthenware vessels used for the fermentation, storage and ageing of traditional Georgian wine.

Geographical Indications in Georgia



Geographical Indication (GI) - is a distinctive sign used to identify a product whose quality, reputation or other such characteristics relate to its geographical origin. There are two types of GI: **Protected Appellation of Origin (PAO)** and **Protected Geographical Indication (PGI)**.



In Georgia, the National Intellectual Property Centre – Sakpatenti – is responsible for the formal examination of GI requests and the GI registry - https://www.sakpatenti.gov.ge/en/state_registry, while the Ministry of Environment Protection and Agriculture is responsible for the overall GI policy and product examination and control.



Legal framework for the protection of appellations of origin and geographical indications includes:

- ✓ Law of Georgia "On Appellations of Origin and Geographical Indications of Goods"
- ✓ International agreements
- ✓ Bilateral agreements



64 products, including mineral water, wine and spirits are registered as Geographical Indications in Georgia:

- ✓ Cheese - 13
- ✓ Agricultural product - 12
- ✓ Non-agricultural product (*Qvevri*) - 1

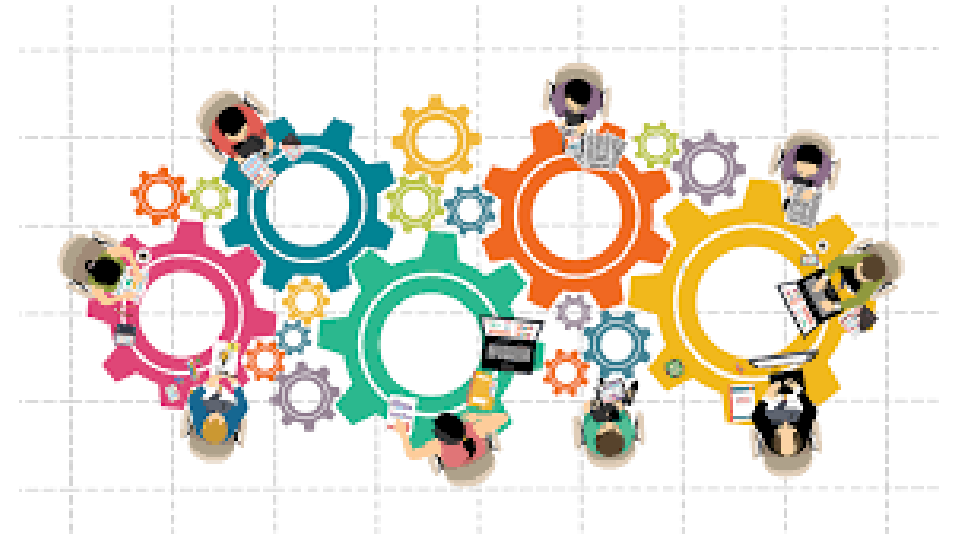
Governance of Geographical indications



Developing and promoting Geographical Indications and other origin-linked labels for traditional products can help the country preserve its food heritage and biodiversity, while also raising producers' incomes and driving economic growth of the country

Fields of operation:

-  set-up of an economic association that implements a regional joint vision (governance body)
-  set-up of other regional networks to ensure good collective management



FAO EBRD Project - “Support to Sustainable Value Chains through the Development of Geographical Indications in the Dairy Sector”, 2017-2019



Partners:

- ✓ Ministry of Environmental Protection and Agriculture (MEPA)
- ✓ National Intellectual Property Center (Sakpatenti)

Implementing partners:

- ✓ Elkana (Georgia)
- ✓ REDD (Switzerland)

Main objective:

to help improve and further implement the existing national institutional framework for Geographical Indications (GIs), as well as explore the potential benefits offered by a well-developed GI system in the country

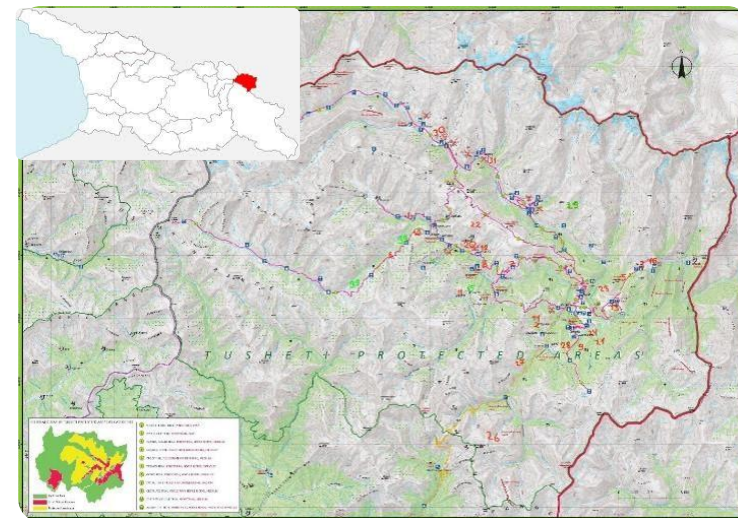
Key activities:

- ✓ Work with Georgia’s national authorities to improve the GI institutional framework
- ✓ Support the development of sustainable GI value chains through the improved specifications of two pilot products



Tushetian Guda Cheese

The product is produced in the historical region of northeast Georgia - Tusheti, where the transhumance for centuries have been traditional way of living for Tush people and it is maintained until today.



The Tushetian Guda Cheese:

- ✓ is produced from sheep, cow or cow and sheep mixed (50/50%, $\pm 5\%$) whole raw milk
- ✓ It ripens in the **GUDA** - a bag made from skin of sheep, goat or calf, trimmed from inside
- ✓ The sheep milk used for production should come only from Tushetian sheep breed
- ✓ Production should take place only in the Tusheti region



Project Outcomes



Improved institutional framework on GI

- ✓ Decree n. 173 on Food/Feed Hygiene Simplified Rules was prepared
- ✓ Specifications on Tushetian Guda – updated and registered



Tushetian Guda Association was Established

- ✓ Marketing Strategy
- ✓ Association Logos and Promotional materials
- ✓ Food Safety Guidelines
- ✓ Internal Control System for Certification



დაცული ადგილწარმოშობის
დასახელება „თუშური გუდა“ –
სპეციფიკაცია

SPECIFICATION OF THE PROTECTED
APPELLATION OF ORIGIN
TUSHETIAN GUDA



Lessons Learned



PAO Tushetian Guda is an unique, high value Georgian product, which has potential to bring economic benefits for local development.

However, there is a need for a comprehensive program to support PAO Tushetian Guda production to:

-  Provide access to appropriate financial means and help the producers to meet food safety standards progressively
-  Improve local infrastructure (access roads, communication, etc.)
-  Support TGA in establishment of internal control system and market surveillance
-  Provide capacity building activities for both – producers and NFA inspectors
-  Promote PAO Tushetian Guda on national and international markets



Thank you

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July 30th, 2020, Tbilisi, Georgia