



Challenges and Mediation of Collective Action in the Implementation of Geographical Indications: Turkish Experience

Prof. Dr. Sertaç Dokuzlu

Bursa Uludag University - Türkiye

Potential Benefits of GIs

- ✓ Premium price
- ✓ Increase in market share
- ✓ Fairer distribution in value chain
- ✓ New market opportunities
- ✓ Protection the quality of the product
- ✓ Protection the reputation of the product
- ✓ Ensuring the sustainability of production
- ✓ Better farm management
- ✓ Supporting rural development
- ✓ Supporting rural tourism

Reveal the Benefits with Good Management



Well-established organization

Well-designed registration

Traceable system

Continuously control

Training of every stakeholder

Promotional activities

Good Management requires Collective Action



Main Challenges of Collective Action

**“COMING TOGETHER IS A BEGINNING;
KEEPING TOGETHER IS PROGRESS;
WORKING TOGETHER IS SUCCESS.”**

– Henry Ford

- Difficulties to understand that GI is a collective right
- Weak link between registrant and actors in the value chain



Main Challenges in Collective Action

Asymmetry of

- Information
- Scale of farms/companies
- Bargaining power
- Marketing opportunities



Main Challenges of Collective Action

- Large geographical area and high number of actors in the value chain
- Political pressures
- Vote anxiety of some NGOs
- Damaged relationships from the past
- Distrust among actors
- Reluctance to share cost of GI management (control, certification, promotion, marketing activities, etc.)

Prevent Problems before they Occur in Collective Action



- Determine all content of the GI file with the majority consensus of the stakeholders
- Determine a key person who has good leadership skills and is accepted by most stakeholders in the value chain.
- Keep the group small at the beginning - grow step by step
- Keep the group scale in balance (do not try to integrate large scale and small or micro scale stakeholders at the same time)

Prevent Problems before they Occur in Collective Action

- Support the GI organization to establish their own rules (incentives, restrictions, penalties etc.)
- Organize training all stakeholders on GI continuously
- Ensure stakeholders understand that GI is a collective right (by trainings, study tours, collaboration with well-established GI organizations etc.)
- Organize out-of-business collective actions (picnics, dinner, etc.)
- Support the families, especially children of stakeholders (special training programs, employment and internship opportunities, scholarships etc.)

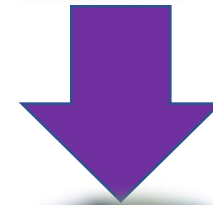


Mediation of Problems in Collective Action

- Support to establish a consortium that includes all stakeholders of the GI value chain
 - Organizing stakeholder meetings
 - Keeping board of directors in balance (private companies/traders - producers/producer groups)
 - Using public institutions as mediators (ministry, intellectual property organizations, research institutions, universities, etc.)
 - Creating of GI registration content together with consortium members – consensus
 - Establishing a sustainable and flexible legal entity – avoid establishing that is difficult to manage legal entities

Mediation of Problems in Collective Action

- Create a fair cost and revenue distribution system among value-chain actors (proportional according to production amount)
- Demand the products of producers/traders gradually. Don't try to manage all their product at once as GI without establishing an efficient traceable control system.



Case Studies: Gemlik Zeytini (Gemlik Table Olive)

Challenge: The largest olive cooperative of Türkiye demanded to use the GI logo on the whole product (some of the products were out of the geographical area) of their members without control. There was vote anxiety.

Mediation: GI registrant and public institutes organized meetings. The meaning and rules of GI were explained. Product differentiation was advised (using GI labels only for the product that is controlled and inside of the GI area)

Results: The cooperative still does not use GI. However, the small-scale cooperatives and SMEs that use GI labels under control increased their market share and profit. The open-door policy is implemented. Some of the farmers transferred to another cooperative.



Case Studies: Bursa Siyah İnciri (Bursa Black Fig)

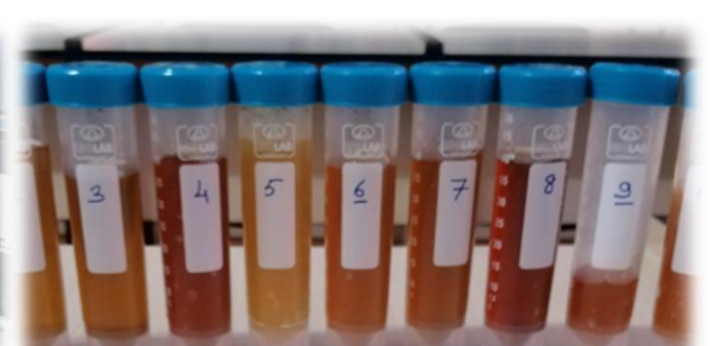
- **Challenge:** Farmers were not willing to involving in the GI system and reluctant to share the cost of control.
- **Mediation:** FAO Project, several training activities, technical tour to France, support of the experts of FAO, Ministry of Agriculture, and University to prepare GI registration and marketing activities. Procurement of portable analyses equipment.
- **Results:** Increase in the number of producers in the GI system, higher profit, premium sale price, and reduced control costs.



Case Studies: Türk Çam Balı (Turkish Pine Honey)

FAO & EBRD Project aimed to support a sustainable honey value chain through GIs in Turkey.

The first step was identifying the actors of the value chain.





Case Studies: Türk Çam Balı (Turkish Pine Honey)

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- **Challenge:** The biggest producer union rejected to work together with the private sector and be a member of the consortium
 - **Mediation:** Ministry of Agriculture played a mediator role and one of the Agricultural Institutes applied for GI. Stakeholder meetings, national study tours, workshops, and training were done and will continue.
 - **Results:** 3 years later establishment of the consortium began. CoP was determined by the whole actors in the value chain in consensus. Applied for GI.

Case Studies: Türk Çam Balı (Turkish Pine Honey)

Next Steps: An International study tour, marketing activities, and transfer of the registration from the Ministry to the Consortium.



Last word..

You may start from top to bottom

However

You should build your strategy from bottom to top

Good practices will guide other producer groups





Thank you
