



Geographical indications and traditional products as instruments of rural development: the example of Hatay, a cultural crossroads

Kırsal kalkınma aracı olarak coğrafi işaretler ve geleneksel ürünler: Medeniyetler şehri Hatay örneği

Gülşen KESKİN¹ , Erdal DAĞISTAN¹ 

¹Hatay Mustafa Kemal University, Faculty of Agriculture, Department of Agricultural Economics, Antakya-Hatay, Turkey.

MAKALE BİLGİSİ / ARTICLE INFO

Makale tarihçesi / Article history:

DOI: [10.37908/mkutbd.631195](https://doi.org/10.37908/mkutbd.631195)

Geliş tarihi /Received:10.10.2019

Kabul tarihi/Accepted:12.02.2020

Keywords:

Geographical indication, traditional products, rural development

✉ Corresponding author: Gülşen KESKİN

✉: gulsen.keskin@mku.edu.tr

Ö Z E T / A B S T R A C T

Aims: The province of Hatay is one of Turkey's most important provinces with regard to its cultural richness and the variety of its local products, and in this study, an investigation is made of the current state of its geographical indications and traditional products, their potential, and their contribution to rural development.

Methods and Results: In this study, products and potential products with a registered geographical indication of Hatay province were obtained from the data of relevant institutions, and in-depth interviews were held with experts on the topic in those institutions. Also, observations relating to the products were made in the relevant areas. As a result, it was found that although the potential for local products was very high, the levels of exploitation and awareness were low.

Conclusions: In a globalising world, the increase in the importance of local values, the acquisition of value by local products and their contribution to rural development attract attention. In underdeveloped regions, in particular, traditional products can constitute an important opening for rural development and can create important areas of employment for women and young people.

Significance and Impact of the Study: Developing the capacity of both the public and the private sector and especially cooperatives with regard to geographical indications and achieving producer and consumer awareness are important for rural development.

Atif / Citation: Keskin G, Dağistan E (2020) Geographical indications and traditional products as instruments of rural development: the example of Hatay, a cultural crossroads. *MKU. Tar. Bil. Derg.* 25(1) : 101-107. DOI: 10.37908/mkutbd.631195

INTRODUCTION

Throughout history, Hatay has played host to a large number of civilisations. As a natural result of this, it has a wealth of traditional and local products arising from its cultural and social diversity, making Hatay a world brand for geographical indications and traditional products.

Studies of geographical indications and traditional products, which have only recently become commoner in Turkey, have from the beginning been powered by the Chambers of Trade and Industry and the Commodity Exchanges. This also applies to Hatay, and the

registration procedures of three out of five registered products are carried out by the Antakya Chamber of Trade and Industry. Registration of the other two-fifths of products is performed by local administrations. Producers' organisations and in particular cooperatives are known to take almost no part in this process, and this is the situation in Hatay reflected in the general picture in Turkey as a whole.

As well as products which are registered or at the application stage, the large number of potential products is also important. In this process, it is necessary to provide good governance because the efforts of only

a certain proportion will not be sufficient. To this end, the Geographical Indication Registration and Cooperation Protocol was formed on 1 October 2015 between the East Mediterranean Development Agency (DOĞAKA) and Hatay Metropolitan Municipality, Hatay Mustafa Kemal University, Antakya Chamber of Trade and Industry (ATSO), Antakya Commodity Exchange and Hatay Bay Laurel and Medicinal Aromatic Plants Association (Anonim, 2016). In this way, it was aimed to increase the economic contribution of local products to the region, preserve cultural heritage, and to contribute to the promotion of the region through these products. Since then, the process has gained momentum, and Hatay's first registered product, Antakya Künefesi, has been followed with other registrations.

In this study, an examination is made of geographical indications and traditional products, recognised as means of rural development, taking account of the current and potential situation in Hatay province, and the effects on rural development.

MATERIAL AND METHODS

The primary material of the study consisted of research relevant to the topic conducted on publications and documents of the Turkish Patent and Trade Mark Institution, the Antakya Chamber of Trade and Industry, the East Mediterranean Development Agency (DOĞAKA), the Turkish Statistics Institute (TÜİK) and the European Commission. For the five products which had received geographical indication registration, in-depth interviews were also conducted with producers and experts on the topic in the relevant institutions. In this way, the current situation was shown, and it was possible to make qualitative evaluations of various elements which were necessary for rural development. Besides, sellers were interviewed on the topic in places where consumers made a lot of trade, and field observations were performed.

RESULTS and DISCUSSION

The situation with registration and products which have applied for registration

Of the five products which have received Hatay geographical indication, all have protected geographical indication. These are Antakya Künefesi, Antakya Sürkü (Antakya Çökelek cheese), Antakya Küflü Sürkü (Çökelek), Hatay İpeği (silk) and Hatay Defne Sabunu. After Geographical Indication Registration and the Cooperation Protocol, applications made from Hatay province increased: in 2017 and 2018, four products

received protected geographical indications, and in 2018, applications were made for protected designation of origin for one product and protected geographical indication for three products. These products, whose applications have not yet been concluded, are Dört Yol Satsuma Mandarin, Antakya Künefe Peyniri, Kırıkhan Havucu and Hatay Lif Kabağı. In 2019, the list was extended with Antakya Tuzlu Yoğurdu, Kırıkhan Siyah Havucu, Antakya Carra Peyniri, Antakya Kağıt Kebebi, and Samadağ Ney Kamışı (Table 1). Hatay's share of registered geographical indications was 1.15% in 2019, and its share of the total of applications was 2.12%. So far, there have been no applications or product registered as and Traditional Speciality Guaranteed (TSG) (Anonim, 2019). The best-known of Hatay's products which have GI, Antakya Künefesi, is sold by the cold chain on the national market. Another product sold outside the province and outside the country is Hatay Defne Sabunu (Kızıltuğ et al., 2017).

The only product for which a registration application has been made in Hatay for geographical indication under the European Union's Database of Origin and Registration (DOOR) is Antakya Künefesi, and for this purpose, a protocol of cooperation between DOĞAKA and ATSO was signed in 2016 (Anonim., 2018). Application for registration as protected geographical indication was made on 14 March 2019 (Anonymous, 2019a).

Various factors affect the small number of applications and the lack of completion of registration processes despite the high potential of Hatay. These are an inadequate number of scientific studies and therefore inadequate preparation of the necessary technical reports at the application stage, a lack of policy on the topic and thus inadequate financial resources, decision-makers remaining indifferent, the academic community not getting involved, producers' associations not existing at an adequate level, and the existing associations being uninformed on the topic (Avşar, 2016).

According to 2018 data from the Turkish Patent and Trademark Institution, the registration of only 4.5% of registered products in Turkey was applied for by cooperatives or producers' associations. In Hatay, there were no products which had been registered by a cooperative, association or any producers' organisation. The only application was for Dört Yol Satsuma Mandarin by the Dört Yol Citrus Producers' Association.

Table 1. Application for and registration of Hatay province geographical indication

State	Geographical Indication Name	Product / product group	Applicant	Date of Application / Registration	Type	
Registered	Antakya Künefesi	Other baker's wares	Antakya Chamber of Trade and Industry	27.12.2007	Protected Geographical Indication (PDI)	
	Antakya Sürkü	Cheeses	Antakya Chamber of Trade and Industry	26.02.2018		
	Antakya Küflü Sürkü	Cheeses	Antakya Chamber of Trade and Industry	12.06.2018		
	Hatay Defne Sabunu	Soap	Samandağ Governorate	16.10.2017		
	Hatay İpeği	Textiles	Hatay Metropolitan Municipality	30.11.2017		
Applied	Antakya Künefelik Peyniri	Cheeses	Antakya Chamber of Trade and Industry	28.08.2018	Protected Geographical Indication (PDI)	
	Antakya Tuzlu Yoğurdu	Other products of animal origin	Antakya Chamber of Trade and Industry	09.05.2019		
	Antakya Carra Peyniri	Cheeses	Antakya Chamber of Trade and Industry	19.07.2019		
	Dört Yol Satsuma Mandarini	Fruit, vegetables and cereals fresh or processed	Dört Yol Citrus Producers' Association	14.03.2018		
	Kırıkhan Havucu	Fruit, vegetables and cereals fresh or processed	Kırıkhan Chamber of Trade and Industry	04.10.2018		
	Kırıkhan Siyah Havucu	Fruit, vegetables and cereals fresh or processed	Kırıkhan Chamber of Trade and Industry	27.03.2019		Protected designation of Origin (PDO)
	Hatay Lif Kabağı	Fruit, vegetables and cereals fresh or processed	Defne Governorate	22.11.2018		
	Samandağ Ney Kamışı	Handicrafts	Antakya Chamber of Trade and Industry	29.03.2019		
Antakya Kağıt Kebabı	Foods and soups	Antakya Chamber of Trade and Industry	19.07.2019	Protected Geographical Indication (PDI)		

Source: (Anonim, 2019)

Analysis of the current situation with potential products

Thanks to its cultural diversity, the richness of its cuisine and products specific to the area, the province of Hatay has the highest potential for GIs of any Turkish province. However, only a tiny part of this potential has been brought to reality.

It is thought that there are more potential products than having so far been identified, and therefore it is essential to determine them. Table 2 shows various products of Hatay which have GI potential. Many products have been rejected because despite their high potential, they have no standard, and the scientific data and work relating to these products has been inadequate.

Table 2. Various products of Hatay province with significant potential

Product Name	
Hatay Amanoslar Püren Balı	
Hatay Cevizli Biberi	
Hatay Halhalı Zeytini	Products applied for and rejected in 2014
Hatay Hurması	
Hatay Karamani Zeytini	
Hatay Sarı Haşebi Zeytini	
Hatay Saurani Zeytini	
Yayladağ Lokumu	
Hatay Ney Kamışı	Products applied for and rejected in 2015
Hatay Akçay Şeker Portakalı	
Kırıkhan Nar Ekşisi	
Antakya Simidi	
Hatay İp Peyniri/sünme peynir	
Hatay Kömbesi	
İskenderun Tavuk Döneri	
Defne Meyvesi Yağı	
Hatay Kabak Tatlısı	
Sakit Kayısısı	Some products with significant potential
Andak Balı	
Belen Tava	
Hatay Biber Salçası	
Hatay Nar Ekşisi	
Hatay Kabak Tatlısı	
Hatay Ceviz Reçeli	
Samandağ Biberi	
Kırıkhan Kara Mehmet/Delibekirli Narı	
Kırıkhan Telbizek Portakalı	
Zahter Salatası	

Source: (Kızıltuğ et al., 2017; Anonim, 2018a); interviews with ATSO and DOĞAKA.

Assessment of geographical indications concerning rural development

Geographical indications are a different approach to production and are a means of local development which can be used to provide sustainability for local businesses and to protect cultural heritage and biodiversity (Giray and Hun, 2010). One aim of arrangements relating to geographical indications is to encourage diversity in agricultural production, and it strengthens rural development by encouraging the production of high-quality food items. GI and TSG are particularly important in developing the rural economy and protecting agriculture in disadvantaged regions (Anonymous, 2019). In order for these products to contribute to rural development and the national economy, they must first gain recognition outside their own region, and for this, they must reach consumers outside their region. In particular, when the demand for PDO products is met by a single locality, area or region, GI may be the key to local

development (Avşar, 2016).

Products which are under the protection of geographical indication increase recognition of the locality or region, and in particular protect handicrafts and agricultural products in rural areas and contribute to the development of tourism by making their name known (Kızıltuğ et al., 2017). However, a product's contribution to rural development and the sustainability of this depends on the existence of producers' associations, because a process in which the producers themselves are not involved will be limited in both its contribution and its sustainability.

Because GI and TSG show that the product is under production control and inspection for its local and traditional characteristics, they guarantee consumption of the original product, for this reason, consumers are more willing to pay, and a higher price can be charged. These price rises can be of the order of 15-80%, and may sometimes be as much as three to four times (Kızıltuğ et al., 2017; Kantaroğlu and Demirbaş 2018; Aşçı et al., 2009). However, the sustainability of GI and TSG and the contribution to rural development are only possible with inspection of the products. Also, sustainable demand for these products and an increase in this area at the same time related to purchasing power, and the provision of an increase in income in the countryside by geographical indications provides an increase in the buying power of consumers.

Although Hatay silk provides the most significant added value of any of the registered products, production the raw material, silk cocoons, is steadily falling. According to TÜİK data, in 2018, silkworm farming was being conducted in 53 businesses in 29 villages in Hatay. In the absence of encouragement to stimulate production, which is limited to one or two families in the villages where it is practised, its value is in danger of being lost. According to TÜİK data, production of fresh silk cocoons in 2000 was one tonne, but in 2018 it had fallen to 0.368 tonnes.

GIs provide local awareness on the global market and thus support local production against globalisation (Keskin, 2017; Keskin, 2018). With the international registration of Antakya Künefesi, it is expected to provide an increase in international awareness and to contribute significantly to the export of baked goods (Anonim, 2018). In Table 3, various qualitative evaluations are made of registered geographical indications. The identity of the product with the local people and the effect on local development is high for all products, but recognition of the product is low except Hatay Künefesi and Hatay İpeği.

Table 3. Evaluations concerning registered products of Hatay

Products/Indicators	Antakya Sürkü	Antakya Küflü Sürkü	Antakya Künefesi	Hatay Defne Sabunu	Hatay İpeği
Regional definition /geographical boundaries	Hatay province	Hatay province	Antakya city	Yayladağı, Samandağ, Antakya, İskenderun and Dört Yol districts	Hatay province
Recognition of product outside the region	Medium	Low	High	Medium	High
Typical producers	Mainly produced in homes		Confectioners	Homes + businesses	-
Characteristic / use of registration*	Cultural heritage, protection of traditional production method		Protection of traditional production process and trade	Protection against imitation	Cultural heritage protection and an increase in income
Identification of people with a product	High	High	High	High	High
Main problem	Creating standard recognition and demand outside the area		Imitation	Imitation	Imitation
Growth	Medium	Low	High	Medium	Low
Sensitivity to natural factors	High	High	High	High	High
Sensitivity to economic factors	Medium	Medium	High	Medium	High
Use of product potential	Low	Low	High	Medium	Low
Importance of product for rural area	High	High	High	High	High

*Primary characteristic/use

Source: Created by the authors.

CONCLUSION

Geographical indications and traditional speciality guarantees constitute an essential opening for rural development in undeveloped regions and can create an important area of employment for women and young people. For this reason, expanding capacity in both the public and private sectors, especially that of cooperatives, is vital for bringing about awareness in both producers and consumers, and for rural development. Geographical indications are not by themselves sufficient for rural development but are an essential vehicle for this.

Because of inadequacies in economic data such as on the production and inland and foreign sales of GI and TSG

products, no economic assessment of these products has been made. Therefore, it is also essential from the point of view of assessing their contributions to rural development to collect economic data on potential products and protected products.

Promotion and marketing of these products make a significant contribution to local economies and rural development. However, merely registering products which are not yet recognised outside the local market and which therefore have not yet reached national and international markets will not make a visible contribution. For this reason, promoting potential and registered products and creating awareness in producers and consumers is at least as necessary as registering the products. Having a sustainable economy in the market of

products will be enabled with supervision which provides sustainability in quality. The way to sustain economic activities of the agricultural enterprises is through observing the constantly changing technological and economic events and taking the required precautions (Acar and Gül 2016).

Therefore, in order for GI and TSG to contribute to development which will create added value in the countryside, it is necessary to:

1. Create awareness in producers and consumers
2. Identify potential products
3. Register nationally and internationally
4. Set up adequate supervision and a marketing network
5. Encourage producer organisations
6. Promote the products
7. Ensure good governance at the national and international level (Keskin 2017; Keskin 2018).

In addition to this, it is necessary to determine what contribution these products make to the rural economy and development and to keep statistics on the products in order to be able to make an economic assessment.

ÖZET

Amaç: Bu çalışmada kültürel zenginliği ve yöresel ürünler çeşitliliği bakımından Türkiye'nin önemli illerinden biri olan Hatay ilinin coğrafi işaretler ve geleneksel ürünlerde mevcut durumu, potansiyeli ve kırsal kalkınmaya katkıları araştırılmıştır.

Yöntemler ve Sonuçlar: Çalışmada Hatay ilinin coğrafi işaret tescilli alan ürünleri ile potansiyel ürünleri ilgili kurumların verilerinden elde edilmiş ve kurumlarda konu uzmanları ile derinlemesine mülakatlar gerçekleştirilmiştir. Ayrıca, ürünlerle ilgili sahada gözlemler de yapılmıştır. Sonuç olarak yöresel ürün potansiyeli çok yüksek olmakla birlikte bunun kullanımı ve farkındalık düzeyi düşük olarak değerlendirilmiştir.

Genel Yorum: Küreselleşen dünyada yerel değerlerin öneminin artması coğrafi işaretleri ve yöresel ürünleri değerli hale getirmekte ve kırsal kalkınmaya katkılarına dikkat çekmektedir. Özellikle az gelişmiş bölgelerde geleneksel ürünler kırsal kalkınma için önemli bir açılım oluşturacak, kadınlar ve genç nüfus için önemli bir istihdam alanı yaratabilecektir.

Çalışmanın Önemi ve Etkisi: Coğrafi işaretler konusunda gerek kamu gerekse özel sektör ve özellikle de kooperatiflerin kapasite geliştirmesi, üretici ve tüketici farkındalığının gerçekleşmesi kırsal kalkınma açısından önemlidir.

Anahtar kelimeler: Coğrafi işaret, geleneksel ürünler, kırsal kalkınma.

CONFLICT OF INTEREST

The authors hereby declare that they have no conflict of interest with regard to the study.

AUTHOR'S CONTRIBUTIONS

The contribution of the authors is equal.

REFERENCES

- Acar M, Gül M (2016) Carrot Production-Structure and Profitability-Cost Analysis: The Case of Konya Province, Turkey. *Custos e @gronegocio on line*, 12(1): 73-88.
- Anonim (2016) Doğaka Bülten, Nisan 2016, 9:56.
- Anonim (2018) Hatay İli Gıda Ürünleri ve İçecek İmalatı Sektör Raporu, DOĞAKA, s.80-127.
- Anonim (2018a) TR63 Bölgesi Yöresel Ürünler Kataloğu, DOĞAKA, s. 1-39.
- Anonim (2019) Türk Patent ve Marka Kurumu, Coğrafi İşaret İstatistikleri, <https://www.ci.gov.tr/veri-tabani> (Erişim Tarihi: 28.08.2019)
- Anonim (2019a) Tarım İstatistikleri, <http://tuik.gov.tr/UstMenu.do?metod=kategorist> (Erişim Tarihi: 23.09.2019)
- Anonymous (2019) Bewertung von geschützten Herkunftsbezeichnungen der EU. Retrieved March 22, 2019, from <https://www.ecologic.eu/de/2431>
- Anonymous (2019a) DOOR veri tabanı, Retrieved August 06, 2019, from <https://ec.europa.eu/agriculture/quality/door/list.html?locale=en>
- Aşçı S, Giray FH, Koç AA (2009) "Competition Power of Olive Oil Sector in terms of Quality in case of Turkey' Membership to the EU", Symposium of Agriculture-2015: Olive and Olive Oil, organised by Yasar University, 29 May 2009, İzmir, Turkey.
- Avşar YK (2016) Analiz, DOĞAKA Bülten, Nisan 2016, 9:36-38.
- Giray FH, Hun Ş (2010) Isparta'da Coğrafi İşaret Potansiyeli, Isparta'nın Değerleri ve Değer Yaratma Potansiyeli Sempozyumu, Nisan 2010, Isparta.
- Kantaroglu M, Demirbaş N (2018) Türkiye'de Coğrafi İşaretli Gıda Ürünleri Üretim Potansiyelinin Değerlendirilmesi, VIII. IBANESS Kongreler Serisi – Plovdiv / Bulgaristan, 21-22 Nisan 2018, s.514-520.
- Keskin G (2017) Türkiye'de Tarımsal Potansiyelin Gizli Gücü: Coğrafi İşaretler ve Geleneksel Ürün Adları, Ahi Evran Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi (AEUİİBFD), 1: 115-128.

Keskin G, Gümüřay N (2018) Developments on Geographical Indications and Traditional Product Name Registration in Turkey, Proceedings of the IX International Agricultural Symposium "Agrosym 2018, October 04-07, Jahorina, Bosnia and Herzegovina, pp.1996-2001.

Kızıltuđ T, elik AD, Fidan H (2017) Hatay'da Cođrafi İřaret Alan Tarım ve Gıda Ürünlerinin Durum Deđerlendirmesi, 1. Uluslararası Sosyal Bilimler ve Eđitim Arařtırmaları Sempozyumu, 3-5 Kasım 2017, Antalya, s. 223-232.