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

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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.

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 Çökele cheese), Antakya Küfü Sürkü (Çökele), Hatay Ipeği (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 Dörtyol Satsuma Mandarini, Antakya Künefe Peyniri, Kırkhan Havucu and Hatay Lif Kabağı. In 2019, the list was extended with Antakya Tuzlu Yoğurdu, Kırkhan Siyah Havucu, Antakya Carra Peyniri, Antakya Kağıt Kebebı, 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 (Aşar, 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 Dörtyol Citrus Producers’ Association.
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                                      | Products applied for and rejected in 2014 | Products applied for and rejected in 2015 |
|--------------------------------------------------|------------------------------------------|------------------------------------------|
| Hatay Amanoslar Püren Balı                        |                                          |                                          |
| Hatay Cevizli Biberi                             |                                          |                                          |
| Hatay Halhalı Zeytini                            |                                          |                                          |
| Hatay Hurması                                     |                                          |                                          |
| Hatay Karamani Zeytini                           |                                          |                                          |
| Hatay Sarı Haşebi Zeytini                        |                                          |                                          |
| Hatay Saurani Zeytini                            |                                          |                                          |
| Yayladağ Lokumu                                  |                                          |                                          |
| Hatay Ney Kamışı                                  |                                          |                                          |
| Hatay Akçay Şeker Portakalı                       |                                          |                                          |
| Kırkhan Nar Eksişi                                |                                          |                                          |
| Antakya Simidi                                   |                                          |                                          |
| Hatay İp Peyniri/sünme peynir                     |                                          |                                          |
| Hatay Kombesi                                    |                                          |                                          |
| İskenderun Tavuk Dönemi                          |                                          |                                          |
| Defne Meyvesi Yağı                               |                                          |                                          |
| Hatay Kabak Tatlıs                               |                                          |                                          |
| Sakit Kayısı                                     |                                          |                                          |
| Andak Balı                                       |                                          |                                          |
| Belen Tava                                       |                                          |                                          |
| Hatay Biber Salçası                               |                                          |                                          |
| Hatay Nar Eksişi                                  |                                          |                                          |
| Hatay Kabak Tatlıs                               |                                          |                                          |
| Hatay Ceviz Reçeli                               |                                          |                                          |
| Samandağ Biberi                                  |                                          |                                          |
| Kırkhan Kara Mehmet/Delibekirli Narı              |                                          |                                          |
| Kırkhan Telbizek Portakalı                        |                                          |                                          |
| Zahter Salatası                                  |                                          |                                          |
| Some products with significant potential          |                                          |                                          |

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 Dörtyol districts |
| 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 tescili alan ürünleri ile potansiyel ürünleri ilgili kurumların verilerinden elde edilmiş ve kurumlarda konu uzmanları ile derinlemesine mülakatlar gerçekleştirmiştir. Ayrıca, ürünlerle ilgili sahada gözlem de yapılmıştır. Sonuç olarak yöresel ürün potansiyeli çok yüksek olmakla birlikte bunun kullanımı ve farklılık düzeyi düşük olarak değerlendirilmiştir.

Genel Yorum: Küreselleşen dünyada yerel değerlerin öneminin artması coğrafi işaretleri ve yöresel ürünlerleri değerlendirme alanında getirilmekte ve ilke potansiyalepotansiyala katkılar dikkat çekmektedir. Özellikle az gelişmiş bölgelerde geleneksel ürünler kırsal kalkınma için önemli bir artırım oluşturacak, kadınların ve genç nüfus'un önemli bir istihdam alanı yaratabileceği.

Çalışmanın Önemi ve Etkisi: Coğrafi işaretler konusunda gerek kamu gerekse özel sektör ve özellikle de kooperatiflerin kapasite gelişirmesi, üretici ve tüketici farkındalığınıANCEŞTEŞTEKEDİR. 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.

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