FINAL REPORT

Project TCP/UKR/320 – SEU- LoA/10/004

“Assessment of Potential Origin-Linked Quality Food Products and Their Demand in Ukraine”

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KYIV – August 20\textsuperscript{th}, 2010
Contents

SUMMARY ..........................................................................................................................................3

INTRODUCTION ...............................................................................................................................3

2. General and Sector-specific Analysis of Agricultural Food Production in Ukraine ...............5
   2.1. Agriculture and export opportunities ..................................................................................5
   2.1. National policy and development of rural areas in relation to traditional products ..........9
   2.3 Legislation on geographical references in Ukraine ..............................................................11
      2.3.1 Procedure .....................................................................................................................14
      2.3.2 Protection ....................................................................................................................17
      2.3.3. Official control and certification authorities ...............................................................18
      2.3.4. Specifications of the product ......................................................................................19
      2.3.5. Geographical limits of the origin .................................................................................20
   2.4. Existing systems of food quality control, changes and opportunities ..............................21
      2.4.1 Public structure of control .........................................................................................21
      2.4.2 Overview of the system of food safety regulation .......................................................22
      2.4.3 Certification: changes and opportunities ......................................................................23

3. Evaluation of the market potential ............................................................................................25
   3.1. Methodology of the study ..................................................................................................25
      Method and geography .........................................................................................................25
   3.2. Administration of the project ............................................................................................30
   3.3. RESULTS: Overview of consumer survey ........................................................................30
      List of Products Developed Based on Consumer Survey ....................................................31
   3.4. OVERVIEW OF PRODUCER SURVEY .........................................................................33
   3.5. Selection of food products with potential for GI certification (based on results of Consumer
       Survey and producer Survey) ...............................................................................................34
      Table 11. Products Selected according to Developed Criteria ...........................................34
   3.6. Profile Cards ......................................................................................................................39

Conclusions and Recommendations.................................................................................................39

APPENDIXES ...................................................................................................................................42

APPENDIX 1. REFERENCES ..........................................................................................................42
Appendix 2. LIST OF ABBREVIATIONS .......................................................................................43
APPENDIX 3. Database of Partners and Stakeholders Who Contributed to the Assessment of
   Potential Production of Products with Geographical Indication ...........................................44
APPENDIX 4. Map indicating areas the study ..............................................................................49
APPENDIX 5. Analysis of Answers to Key Questions of Consumer Survey ...............................49
   Regional Overview of Consumer Survey ..............................................................................65
APPENDIX 6. Analysis of Answers to Key Questions of Producer Survey .................................73
APPENDIX 7. List of Profile Cards ...............................................................................................90

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SUMMARY

The Project TCP/UKR/320 – SEU-LoA/10/004 “Assessment of Potential Origin-Linked Quality food Products and Their Demand in Ukraine” has had the following objectives:

- the assessment of the potential GI products in Ukraine and their supply chains;
- the assessment of the potential demand of Ukrainian consumers for domestic GI products and Ukrainian GI products’ potential on export markets; and
- the elaboration of recommendations and proposals for follow-up action to enable the Ministry for Agrarian Policies to implement policies in support of the realization of the GI potential in Ukraine.

The project was implemented by the International Charitable Foundation “Heifer Project International” (Heifer-Ukraine under the financial and conceptual support of FAO TCP).

Its main outputs were:

- Identification of partners and stakeholders in development of regional quality food products (including producers, their associations NGOs etc.); completion of a database; and establishment of contacts;
- Conduction of a survey for potential assessment of demand for origin-linked traditional food products in 10 regions of Ukraine (about 1000 respondents in all regions);
- Establishment of a selection criteria for origin-linked quality food products and GI products;
- List of origin-linked quality food products;
- Completion of the profile card of a short list of potential products suitable to acquire GI label.
- Preparation of the final report based on the analysis of secondary information and surveys’ results. This also includes the identification of current institutional framework related to quality products / types of products / types of markets (local, national, export-neighboring Europe) / requirements; list of selected products; profile card and a short list of potential products, which can acquire GI status and that can be used for further pilot projects.

The survey also showed high need in the information campaign to inform both consumers and producers on traditional geographically-linked quality products, GI certification, history of products.

INTRODUCTION

One of the primary objectives of creating systems for promoting and certifying regional quality food products and protecting their designations is supporting diversity of agricultural food. Indeed, this system aims at economic development of rural areas by promoting an increase in income of smallholders (key producers), and by improving employment opportunities for local population. In addition to this, this system also meets the expectations of the consumers who increasingly pay attention to the quality of food and to its distinctive geographical origin (Development and promotion of traditional products in Vinnytsia oblast. 2010).

In Ukraine Law no. 752 “On protection of the rights to indicate the goods origin” was adopted on 16.06.1999. It sets out the legal basis for protecting the rights for indicating the goods’ origin in Ukraine. The Law provides the legal protection for qualified references of the goods’ origin. The Law was developed and approved as a part of the preparation of Ukraine to join the World Trade Organisation and it fully complies with the provisions of the TRIPS Treaty (Trade-related Aspects of Intellectual Property Rights) regulating the world trade of the goods protected by intellectual property law.
According to the State Department for Intellectual Property of Ukraine (2010), the qualified references of the goods origin currently registered in Ukraine include only mineral waters (see table below).

<table>
<thead>
<tr>
<th>Registration #</th>
<th>Date of registration</th>
<th>Registered qualified geographical indication of origin</th>
<th>Type of the product</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>15.03.2007</td>
<td>Myrhorodska</td>
<td>Mineral water</td>
</tr>
<tr>
<td>2.</td>
<td>15.03.2007</td>
<td>Soniachna dolyna</td>
<td>Dessert brand wine</td>
</tr>
<tr>
<td>3.</td>
<td>15.03.2007</td>
<td>Skhidnytska</td>
<td>Mineral water</td>
</tr>
<tr>
<td>4.</td>
<td>25.02.2008</td>
<td>Yessentuki(^1)</td>
<td>Mineral water</td>
</tr>
<tr>
<td>5.</td>
<td>25.02.2008</td>
<td>Nahutska</td>
<td>Mineral water</td>
</tr>
<tr>
<td>6.</td>
<td>25.02.2008</td>
<td>Slavianovskaia(^2)</td>
<td>Mineral water</td>
</tr>
<tr>
<td>7.</td>
<td>10.09.2009</td>
<td>Novyi svit</td>
<td>Sparkling wines</td>
</tr>
<tr>
<td>8.</td>
<td>10.09.2009</td>
<td>Poliana kvasova</td>
<td>Mineral natural water</td>
</tr>
<tr>
<td>9.</td>
<td>10.09.2009</td>
<td>Menska Ostrech</td>
<td>Mineral natural water</td>
</tr>
<tr>
<td>10.</td>
<td>12.10.2009</td>
<td>Tsarychanska</td>
<td>Mineral natural water</td>
</tr>
</tbody>
</table>

The current development of the products and their promotion under protected geographical names (names with geographical indication) in Ukraine is usually very slow despite the fact the Law on Protection was adopted 10 years ago.

This situation can be explained by the following factors:

1. Lack of information available for public and private actors: as well as for producers on the opportunities related to the development of regional products, public and economical advantages.

2. High level of globalization and unification of production processes in the food industry and agricultural production. The lack of private initiatives in the former Soviet Union had led to the fact that food production took place mostly in large and medium-sized enterprises. Such trend is still currently observed in Ukraine.

3. Drawbacks of the legal framework regulating the protection of geographical references and the necessity of its harmonization according to the legislation of the European Union. The key direction is the development of the system of the goods specification and control (certification) on compliance with the conditions of production according to specific features of the product.

Those factors serve as barriers on the way of Ukraine in promoting traditional origin-linked quality food products. In the European Union the share of regional products is 10% and it is gradually increasing. In Ukraine, the list of registered products with geographical indication is very small. There is still a long way to go in terms of development – at a policy level, in information campaigns and also through practical pilot work. Before the pilot work could be done, it was necessary to conduct national assessment of supply and demand for traditional origin-linked quality food products in Ukraine. Those were the objectives of the current project.

\(^1\) This water is registered in Ukraine by the retailing company, though it comes from Caucasus, Russia (town Essentuki)

\(^2\) This water is also registered in Ukraine by the retailing company, though it comes from Caucasus, Russia.
2. General and Sector-specific Analysis of Agricultural Food Production in Ukraine

2.1. Agriculture and export opportunities

Ukraine is situated in the center of the Eastern Europe. It is bordered by Byelorussia to the north, Poland to the west, Slovakia, Hungary, Romania and Moldova to the south-west, with Russia the east. The south of Ukraine is washed by the Black Sea and Azov Sea. It has sea borders with Romania and Russia.

With its area of 603,700 km², Ukraine is the second largest European country after Russia. The territory stretches from the west to the east for 1,316 km and from the north to the south for 893 km. The natural areas of Ukraine are divided as follows: Forest area, Forest steppe, Steppe. Ukraine has a rich history, a large geographical diversity and a developed agrarian sector that provides for rather good opportunities in terms of geographical references (Panorama of agrarian sector of Ukraine. 2009).

Agricultural Land

Area of agricultural land of Ukraine composes 22% of agricultural lands in the 27 EU countries. Agricultural land per capita in Ukraine is 0.8 ha and arable land per capita is 0.67 ha; while the average agro-land per capita in EU countries is 0.38 ha (of all agricultural lands) and 0.22 hectares (of arable lands) respectively. The arable land share among agricultural lands world-wide is 2.3 per cent.

Fig. 1

Possessing one third of the richest black soils in the world, Ukraine occupies the leading place among the neighbor countries as to the share of high quality fertile soils. The black soil occupies 54% of the land area and it has an enriched layer of humus (more than 40-50 cm thick).

Agriculture and food industry provide together up to 20% of GDP and 10% of employment in Ukraine. In 2008, the sector share in the national Gross Value Added (GVA) 3.6 times exceeded the input of construction industry and 2.4 times exceeded the input of metallurgy. The input of agri-food sector in the GVA is almost equal to the combined input of such important industries as machine building, power and metallurgy (Panorama of agrarian sector of Ukraine. 2009).

Contribution of Agricultural Production into National Consumption

Agri-food sector plays a key role in the development of the national consumption.
Table 2. Structure of Ukrainian Household Consumption Costs, % *(Panorama of agrarian sector of Ukraine, 2009)*

<table>
<thead>
<tr>
<th>Types of consumer costs</th>
<th>2000</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food products</td>
<td>72.8</td>
<td>65.3</td>
<td>61.7</td>
<td>59.8</td>
<td>59.0</td>
<td>61.0</td>
</tr>
<tr>
<td>Non-food products</td>
<td>11.8</td>
<td>21.6</td>
<td>23.7</td>
<td>24.6</td>
<td>24.3</td>
<td>22.4</td>
</tr>
<tr>
<td>Services</td>
<td>15.4</td>
<td>13.1</td>
<td>14.6</td>
<td>15.6</td>
<td>16.7</td>
<td>16.6</td>
</tr>
</tbody>
</table>

Table 3. Major Food Consumption by Ukrainian Citizens (kg per person annually)

1 Approved by THE Resolution of the Cabinet of Ministers of Ukraine dated April 14, 2000 #656
2 On Approval of Food Packages, Non-food

<table>
<thead>
<tr>
<th>Name</th>
<th>2000</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>Minimal standard¹</th>
<th>Rational standard²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat and meat products</td>
<td>32.8</td>
<td>38.5</td>
<td>39.1</td>
<td>42.0</td>
<td>45.7</td>
<td>50.6</td>
<td>50.0</td>
<td>52</td>
<td>80</td>
</tr>
<tr>
<td>Milk and milk products</td>
<td>199.1</td>
<td>226</td>
<td>225.6</td>
<td>234.7</td>
<td>224.6</td>
<td>213</td>
<td>213</td>
<td>341</td>
<td>380</td>
</tr>
<tr>
<td>Eggs (pieces)</td>
<td>166</td>
<td>220</td>
<td>238</td>
<td>251</td>
<td>252.0</td>
<td>260.0</td>
<td>280.0</td>
<td>231</td>
<td>290</td>
</tr>
<tr>
<td>Bread and bread products</td>
<td>124.9</td>
<td>125.6</td>
<td>123.5</td>
<td>119.5</td>
<td>115.9</td>
<td>115.4</td>
<td>114.0</td>
<td>94</td>
<td>101</td>
</tr>
<tr>
<td>Potato</td>
<td>135.4</td>
<td>141.4</td>
<td>135.6</td>
<td>133.6</td>
<td>130.4</td>
<td>131.8</td>
<td>131.0</td>
<td>96</td>
<td>124</td>
</tr>
<tr>
<td>Vegetables and melons</td>
<td>101.7</td>
<td>115.4</td>
<td>120.2</td>
<td>126.7</td>
<td>118.4</td>
<td>129.2</td>
<td>135.0</td>
<td>105</td>
<td>161</td>
</tr>
<tr>
<td>Fruits, berries and grape</td>
<td>29.3</td>
<td>33.9</td>
<td>37.1</td>
<td>34.8</td>
<td>42.1</td>
<td>43.5</td>
<td>47.0</td>
<td>68</td>
<td>90</td>
</tr>
<tr>
<td>Fish and fish products</td>
<td>8.4</td>
<td>12.3</td>
<td>14.4</td>
<td>14.1</td>
<td>15.3</td>
<td>17.5</td>
<td>16.0</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td>Sugar</td>
<td>36.8</td>
<td>38.4</td>
<td>38.1</td>
<td>39.5</td>
<td>40.0</td>
<td>40.9</td>
<td>38.5</td>
<td>32</td>
<td>38</td>
</tr>
<tr>
<td>Oil</td>
<td>9.4</td>
<td>13</td>
<td>13.5</td>
<td>13.6</td>
<td>14.3</td>
<td>15.0</td>
<td>15.0</td>
<td>8</td>
<td>13</td>
</tr>
</tbody>
</table>

Packages and Service Packages for Major Social and Demographic Groups of Citizens *.

According to terminology of Ukrainian Ministry of Health Protection *Tentative package of major food raw materials and foods to secure the average per capita in 2005-2015*

**International trade**

During the last years, Ukraine has steadily augmented its export agricultural potential and expanded its foreign market representation.

However, financial crisis has had negative effects on international trade indices. Foreign trade turnover of agricultural products has reduced by 17.2 per cent in 2009 against 2008, export volumes - by 13.5 per cent, import - by 23.5 per cent. At the same time, the export share in the total volume of Ukraine foreign economic turnover has grown on the whole from 16 to 23.6 percent.

Grain oil and fat products prevail in the export structure. Confectionery, beer and soft drink, distilled and salt production industries are also competitive on the international market.
The largest share of the agrarian raw material export market is represented by products of vegetable origin. The largest share among vegetable raw materials is occupied by cereal crops, oil seeds, and fruits; among livestock products the biggest contributions are made by milk, dairy products, and eggs.

**Table 5. Key trade partners of Ukraine (export)**

<table>
<thead>
<tr>
<th></th>
<th>Share of the country in the total export, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU-27</td>
<td>28.2</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>18.9</td>
</tr>
<tr>
<td>Turkey</td>
<td>5.9</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>5.3</td>
</tr>
<tr>
<td>Byelorussia</td>
<td>3.9</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>3.7</td>
</tr>
<tr>
<td>Egypt</td>
<td>3.4</td>
</tr>
<tr>
<td>Moldova</td>
<td>3.4</td>
</tr>
<tr>
<td>Syria</td>
<td>2.7</td>
</tr>
<tr>
<td>Iran</td>
<td>2.5</td>
</tr>
<tr>
<td>Israel</td>
<td>2.4</td>
</tr>
</tbody>
</table>
Table 6. Key Countries Importing Ukrainian Agricultural Products (Lissitsa. 2010)

<table>
<thead>
<tr>
<th>Cereal crops</th>
<th>Vegetal and animal fats and oils</th>
<th>Seeds and fruits of oil crops</th>
<th>Milk and milk products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle East (51.4%)</td>
<td>Europe (36.8%)</td>
<td>Europe (76.8%)</td>
<td>CIS (59%)</td>
</tr>
<tr>
<td>Northern Africa (15.2%)</td>
<td>Middle East (19.5%)</td>
<td>Middle East (19.7%)</td>
<td>Asia (21%)</td>
</tr>
<tr>
<td>EU (29.1%)</td>
<td>CIS (31.1%)</td>
<td></td>
<td>Africa (20%)</td>
</tr>
<tr>
<td>CIS (7.3%)</td>
<td>Northern Africa (8.8%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Key competitors of Ukraine in cereal crops sales are Russia, EU, Kazakhstan, Argentina, the USA, and Australia. In oil crops: EU, Argentina/ Russia. In milk: New Zealand, Byelorussia, EU. In meat: Brazil/ Argentina, EU, the USA (Doing agribusiness in Ukraine ,2009).

Opportunities for products with geographical references

As to the products with geographical reference, this issue needs to be studied further as there was almost no differentiation done either by producers or by other stakeholders as to such products in comparison with other conventional products. Now it is rather difficult to determine their export share or even forecast it. Full information is available only for some products, which allows confirming their suitability for GI certification. Examples of such products include Kherson watermelons and tomatoes.

The world largest producer of watermelons is China, providing almost 74% of the world production of this fruit. Chinese farmers harvest about 55 million tons of watermelons per year. Therewith the production of watermelons in China increases by 5-7% per year in average. Large producers are also working in Turkey, Iran, Egypt, the USA and Brazil, but the volumes of production in these countries range from 1.2 to 1.8 million tons per year (i.e. 30-45 times lower than in China!). Despite the fact that Ukraine accounts for only a half percent of the world production of watermelons, it can probably become the largest producer of watermelons and one of the largest exporters of this product. But to achieve this, it is necessary to position Kherson watermelons as products with geographical reference.

As to mineral waters, a number of which have been registered as products with protected geographical origin in Ukraine, they are mostly sold at the national market and in the CIS countries.

2.1. National policy and development of rural areas in relation to traditional products

The development of regional and traditional food products in Ukraine presents promising opportunities for the development of rural areas through increasing profitability by adding value to the products, increasing the employment level, as well as satisfying the consumers’ growing demand for high quality products with a traditional or regional status.

Since there is already an established extensive legal framework in Ukraine, an harmonization with the laws of the European Union countries would require some only fine-tuning. Rather considerable measures were taken in Ukraine directed to the development of the production of traditional regional products. Such measures include:

- Development of rural and eco-tourism;
- Development of agricultural service cooperation;
- Development of production of organic products.

Existing programs of development of such measures are represented by the State Targeted Program “Development of Ukrainian rural areas for the period until 2015” approved under the resolution of the Cabinet of Ministers of Ukraine no. 1158 dated September 19, 2007. Such programs open a priori rather good opportunities, but actually at present they have neither priority directions and sub-laws, nor sufficient funding.

According to the Program, development of the social services and rural areas should be achieved thanks to:

1. Ensuring compliance with social standards and norms in the rural areas;
2. Development of businesses, resolving employment problems in the rural areas, including promoting favorable conditions for creating jobs places in the rural areas and increasing income level of rural population. In particular by:
   - contributing to the development of businesses in agriculture, as well as in non-agricultural field;
   - taking measures as to contributing to development of new enterprises in food production, processing and other industries, servicing organizations;
   - contributing to the development of service cooperatives and other associations;
3. Development of transport infrastructure
4. Improvement of engineering infrastructure
5. Development of residential construction sector and public utilities
6. Development of education
7. Development of health care system
8. Development of cultural and leisure activities in the rural area, preservation and development of the traditional culture of rural areas
9. Improvement of everyday servicing for the rural population
10. Development of physical education and sports in the rural areas
11. Development of commercial servicing for the rural population
12. Creation of conditions for encouragement of young people to work and live in the rural areas
13. State support for the development of depressive rural areas
14. Improvement of the system of management for the rural area development.

Unfortunately, the development of regional and traditional products is not financially supported by the above-mentioned Program.
The analysis of the agricultural production sector and related fields allows to conclude that at present the development of the GI marking and the certification of traditional products as means of value adding, increasing of the profitability of the agrarian sector, increasing of the employment and economic development, and development of rural tourism is not a first priority for public (including state authorities) and private sectors.

There is only some interest of large business structures, which are lobbying at a national level for the protection of corporative rights for geographical names of product’s origin, as the laws of Ukraine compared to those of the EU countries allow registering such rights individually rather than by a group of producers presenting certain area. This creates a rather strange situation. Geographical names of the origin may be individually used by a single producer, which is the only one that benefits from the region’s unique natural and climatic features that contribute to special features of such product. Examples of such products are mineral waters.

Such situation in Ukraine with possibility for a single person to apply for a GI registration shows that the procedure neglects the importance of a collective organization in the success of the process. Even if the right to use the GI is given to processors or producers, they should be the ones that should apply for a registration. Their involvement is decisive for the collective construction and management of the GI, which are 2 keys of success. The same organization should be in charge of defining the characteristics of the product, its name, its area of production and its promotion. The actual legislation does not encourage the building of a common view regarding the potential GI product and could lead to disagreements or to the disadvantage of some actors, like unfair competition between producers. On top of that, a non-collective decision is completely not in the interest of the global development of the territory, and thus would not lead to an integrated rural development.

Unlike in Ukraine, in other countries, including EU, GI-certification of certain product is made only by a group of producers and in that sense the GI-status of the product belongs to the area and all producers in this area complying with the product specifications.

Current low interest of public structures in Ukraine is first of all explained by the lack of information of the officials on the examples of the development of such products in other countries.

The experience of other countries should be studied in such areas as:
- support and certification of regional products; and
- support and GI/PDO-certification of origin-linked traditional food products.

Taking into account positive trends of the EU countries in the development of regional products, the Polish experience could be studied and adopted. The Republic of Poland could be taken as an example where a certification system is enforced with institutions and stakeholders made responsible for investigating, registering, certifying, producing and promoting regional and traditional products. Stakeholders here include the Division for Geographical Marking at the Department of Agrarian Product Market of the Ministry of Agriculture and Rural Development, local action groups, which act as initiators of research and registration of such products and consolidation of producers (Development and promotion of traditional products in Vinnytsia oblast. 2010.)

At the same time, there are also some examples in Ukraine related to regional and traditional products and their promotion. According to the Head of the Union for Contribution to the Development of Rural Green Tourism (http://www.greentour.com.ua) Mr. Volodymyr Vasyliev, this direction presents promising opportunities as the local gastronomy is an important part of the rural tourism. The Union already works in this direction together with the authorities. For instance,
International Charitable Foundation “Heifer Project International”

the Department for Culture and Tourism of Bohuslavskva RDA (district level state administration) has held the Varenyk’s Festival in Bohuslavskyi district in Kyiv region.

The gastronomic tourism is becoming particularly popular in the western regions of Ukraine:
- Berlybashskyi Banosh is a traditional gastronomic festival in Kostylivka village in Rakhivskyi district;
- Hutsul’s bryza and Hutsul’s turnip festivals;
- Blackberry Festival “Verkhovynska yafyna”;
- Holiday “Polonyna Summer” in Ivano-Frankivsk region;
- Festival “Smachnyi Spas” in Ivano-Frankivsk region.

Such events are designed to promote local culture and local products, and their number is growing in the last years. They are mostly held in the regions which are attractive for tourists. And this is a very good beginning of the revival of traditional products and their promotion. But this movement is not seen everywhere and is possible only because of the enthusiasm of several proactive people and public organizations.

2.3 Legislation on geographical references in Ukraine

Comparison between EU and Ukraine legislations on geographical indications

Policy development in the field of geographical indication of food products has started in Europe with the Council Regulation (EEC) No 2081/1992 of 14 July 1992 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. In 2006, policy was further developed with adoption of the EC Council Regulation No 510/2006 of 20 March 2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. This Regulation, which is examined below, deals with agricultural products (wool, essential oils, flowers etc.) and other food products, such as beer, bread or pastry. The wine sector is regulated by the EC Council Regulation # 1493/1999 on the Common organization of the market in wine.

The EU legislation on geographical indications concerns only with food products and wines, whereas the Ukrainian one is not restrictive and concerns all goods and services.

There are also substantial differences in terminology, procedures of registration and control between Ukrainian and EU legislation.

Ukrainian legislation in the field of geographical indication of food products includes:
- Law of Ukraine no. 752 On protection of the rights to indicate the goods origin adopted on 16.06.1999
- Decree of the Ministry of Education and Science of Ukraine #583 of 12 December 2000 On approving the regulation on specific names of goods.
- Regulation of the Cabinet of Ministers of Ukraine #149-p of 23 April 2001 On specially authorized institutions on identifying and control of special properties and other characteristics of goods.
- Decree of the Ministry of Education and Science of Ukraine # 798 of 13 December 2001 On approving regulation on the state Register of the names of goods’ origin places and rights for registered use of qualified indications of good origin.

3 Varenyk is a traditional dish – sort of dumplings
4 The Section has been prepared with contribution and materials provided by Perrine loeuilleux
At the same time, the term ‘Geographical Indication’ was introduced by the Civil Code of Ukraine (Parts 35, 45 and 420), which also regulates general provisions on how to claim, use and protect rights for geographical indication of goods. The Civil Code also states that Geographical Indication is a type of intellectual property.

The Ukrainian legislation makes a distinction between simple indications of origin of goods and qualified indications of origin of goods (registered one, see table 7 below).

A simple indication of origin is any word, sign or image that indicates the geographical place of origin of an item (Art. 1 of the Law of Ukraine no. 752 “On protection of the rights to indicate the goods origin”). This can be a direct indication of origin like a name of region or village, or an indirect indication like a sign or design that implicitly refers to a geographical place. According to Article 6, the simple indication of origin requires no registration. Nevertheless, it should not mislead consumers on the true origin of goods by marking them with false indications.

A qualified indication of origin refers in the Ukrainian legislation to a registered indication and is divided into 2 sub-categories: Appellation of origin of goods (AO, or literally 'name of place of origin') and Geographical indication of origin of goods (GIO). The GIO and the AO are names of geographical places used for labeling goods originating from that geographical place. The GIO is used to label goods presenting certain properties, reputation or other characteristics that are essentially due to the natural conditions of the place of origin and/or to specific human factors linked to this place (Art. 1). The AO differs from the GIO by the fact that it is used on goods presenting particular properties that are exclusively or mainly due to the natural environment of the place of origin or to the combination of these natural conditions with human factors specific for this geographical place.

The only products registered in Ukraine with qualified indication of origin (GIO sub-category) are mineral waters presented in Table 1.

Table 7. Definitions of qualified indications of origin in Ukraine

<table>
<thead>
<tr>
<th>Type of qualified designation of origin</th>
<th>Definition</th>
<th>Problems with definition</th>
<th>Comparable EU terminology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appellation of Goods presenting</td>
<td>- Not clear how to</td>
<td>Protected Denomination of</td>
<td></td>
</tr>
<tr>
<td>Origin AO</td>
<td>AO properties that are exclusively or mainly due to the natural environment of the place of origin or to the combination of these natural conditions with human factors specific for this geographical place</td>
<td>Define and justify the link between the product and the natural conditions of the place of origin. - Not clear whether a product should be entirely or partially manufactured in a certain area. - No products registered yet with AO due to confusion of producers concerning required justifications and differences between AO and GIO.</td>
<td>Origin (PDO): The name of an area, a specific place or, in exceptional cases, the name of a country, used as a designation for an agricultural product or a foodstuff, - Which comes from such an area, place or country, - Whose quality or properties are significantly or exclusively determined by the geographical environment, including natural and human factors, - Whose production, processing \textbf{AND} preparation takes place within the determined geographical area.</td>
</tr>
<tr>
<td>Geographical indication of origin of goods GIO</td>
<td>Goods presenting certain properties, reputation or other characteristics that are essentially due to the natural conditions of the place of origin and/or to specific human factors linked to this place</td>
<td>- Difference between 'essentially' and 'exclusively due to the natural conditions is not clear. - Not clear how to define and justify the link between the product and the natural conditions of the place of origin or product and human factors. - Confusion of producers concerning required justifications and differences between AO and GIO. - Not clear whether a product should be entirely or partially manufactured in a certain area. - Distinction between property, reputation and other characteristics is not clear.</td>
<td>Protected Designation of Origin (PGI) - is the name of an area, a specific place or, in exceptional cases, the name of a country, used as a description of an agricultural product or a foodstuff, - Which comes from such an area, place or country, - Which has a specific quality, goodwill or other characteristic property, attributable to its geographical origin, - Whose production, processing \textbf{OR} preparation takes place within the determined geographical area.</td>
</tr>
</tbody>
</table>

Comparing with the EU legislation, the AO and the GIO can be respectively compared to the Protected Denomination of Origin (PDO) and to the Protected Designation of Origin (PGI).
However, the Ukrainian legislation is not clear enough concerning the link between the product and the natural conditions of the place of origin. The way it is written in the Ukrainian law, it is hard to understand the difference between 'essentially' and 'exclusively due to the natural conditions...'. Indeed, those definitions led to much confusion among stakeholders. It is evident that this lack of clearness does not encourage producers or processors to register their products. Development of simpler and clearer definitions is essential to make this law usable and to enable the successful use of GIs in support of rural development.

2.3.1 Procedure

According to the EU legislation, only a group of producers and/or processors is able to apply for registration. However, according to the Ukrainian legislation, the following groups or persons can apply to register a good as a GI-product:

- A person or a group of persons that produce or manufacture the good in the defined place of origin
- Associations of consumers
- Institutions directly related to production or investigation of relevant products, articles, technological processes or geographical places.

In the EU, the application should be sent to the responsible institution of the Member State to be scrutinized before sending it to the European Commission. To be considered, the application should contain:

- the name and address of the applicant group
- the product specification a document summarizing the main points of the product specification and the link between the product and its geographical environment.

Then, if there are no objections from anyone in the concerned Member State, the application is sent to the European Commission for further examination.

The EU procedure is summarized in the following scheme:

**Figure 4. Scheme of the EU procedure to register a product as a GI**

![Scheme of the EU procedure to register a product as a GI](image)

The key differences in registration procedures in Ukraine and EU include:

- Possibility for one person to apply for registration in Ukraine (see discussion in section 2.1 above.)
One of the main differences of the Ukrainian procedure of registration is the prior examination (expert review) of the application documents by a Specially Authorized Body. This SPA is a state body designated by the Cabinet of Ministers of Ukraine and it is in charge of checking that the particular properties or characteristics of the good, as described by the applicant, are objectively related to the natural conditions and/or human factors of the geographical place of production of the good (art. 10 point 5.b of the Law of Ukraine on the Protection of Rights to Indication of Origin of Goods). Only when a conclusion of the body conducting prior expert review is available, can GI application be accepted by the registration body.

According Law of Ukraine on the Protection of Rights to Indication of Origin of Goods, but the name of this body is not specified in this law; it is implied that this body shall be additionally designated by the Cabinet of Ministers of Ukraine. The SPA is not a new body specifically established to deal with prior expert review of GI applications, but rather an existing state body provided with specific authorities in expert review of GI applications. This body also examines the delimitation of the exact boundaries given for the geographical area.

The Cabinet of Ministers of Ukraine has adopted the resolution “On specially empowered authorities for determination and control of specific features and other specifications of the goods” dated 23.04.01 under no. 149-r5. This Law gives authority for expert review of applications to a number of bodies depending on a type of product to be certified as GI (Ministry of Agricultural Policy for food or agricultural products, Ministry of Culture concerning handcraft, etc.). The coordination between bodies conducting prior expert review (examination) of applications and body actually considering applications (State Department of Intellectual Property) is not clear.

The Ukrainian procedure of registration is quiet similar to the European one, except for the prior examination of the documents by a Specially Authorized Body. Generally, the application in Ukraine should contain the following documents:

- a request for the registration of the GI with information on the applicant and its address;
- name and boundaries of the geographical place where the goods is manufactured and to which the particular properties, certain qualities, reputation or other characteristics of goods are related;
- description of the particular properties, qualities, reputation or other characteristics of goods;
- data on products labeling and marketing;
- data on the links between the particular properties, qualities, reputation or other characteristics of the goods and the natural conditions and/or human factor of the delimited geographical area.
- conclusions of a Specially Authorized Body (SPA)

In Ukraine there is a registration fee of 1200 UAH (about 110 Euro), which can be a big amount for a small producer. Then, after a fee has been paid, the application is examined by an Examination
In case of favorable decision, is published in the official journal of the State Department of Intellectual Property (SDIP). After a period of 6 months of objection procedure and in case of no objections, the good is finally registered as a GI in the official Register of the SDIP.

Unlike in Ukraine, the concerned institution in the EU Member State can charge fees for the registration procedure, but nothing has to be paid to the European Commission.

This procedure does not take into account that the establishment of a code of practice should be a decisive step in the registration of a GI. The development of the code of practice for a specific product has a huge influence on the development of the GI as it leads to define rules and standards that producers and processors will have to comply with if they want to use the GI. The existing procedure takes into account the specific characteristics of the product, its link with its place of origin, but is not clear enough concerning the need to define the production and processing methods. If those last points are not clearly written, it will be impossible to assess the compliance of the GI product and thus it would be hard to build trust among consumers.

The whole procedure of GI registration in Ukraine is described in the following scheme:

**Figure 5. Scheme of the Ukrainian procedure to register a GI**

The applicant receives the certificate in a month them after the data on a new GI is entered into the State Register (official database) of Ukraine.

In Ukraine the GI registration certificate is valid for 10 years from the date of the application. The GI status of products in Ukraine does not need to be confirmed regularly by the supervising authorities through control of compliance with the specifications. This is another important difference of EU and Ukrainian legislation.
2.3.2. Protection

According to the Article 13 of the EC regulation # 510/2006, registered names are protected against:

- any direct or indirect commercial use of a registered name in respect of products not covered ……..or in so far as using the name exploits the reputation of the protected name;
- any misuse, imitation or evocation, by an expression such as "style", "type", "method", "as produced in", "imitation" or similar;
- any other false or misleading indication as to the provenance, origin, nature or essential qualities of the product, and the packing of the product in a container liable to convey a false impression as to its origin;
- any other practice liable to mislead the consumer as to the true origin of the product.

An interesting point is the possibility of coexistence (for 15 years) of a registered name and an unregistered name describing a place in a Member State or in a third country where that name is identical to the registered name. Some conditions have to be met:

- the identical unregistered name has been in legal use consistently and equitably for at least 25 years before 24 July 1993
- it is shown that the purpose of its use has not at any time been to profit from the reputation of the registered name and that the consumer has not been nor could be misled as to the true origin of the product
- the problem resulting from the identical names was raised before registration of the name

After 15 years the use of the unregistered name is not possible anymore.

In Ukraine, according to the Article 17 of the Law of Ukraine on the Protection of Rights to Indication of Origin of Goods, the owner of a certificate for a GI can undertake measures (including through a court) to prohibit the unauthorized use of a GI, demand the cease of the infringement or ask for compensation to reimburse the material and the moral damage in case of usurpation of the reputation or image of the GI good.

According to the Article 23 of the Law of Ukraine on the Protection of Rights to Indication of Origin of Goods, those infringements refer to usurpation of the GI use and consumer misleading regarding the true origin of the good. In that sense, Ukrainian legislation is similar to the EU one.

More precisely, the rights of the certificate’s owner are infringed when:

- a registered GI is used on a good and by a person without any certificate;
- the good labeled with the GI does not come from its place of origin, even if the GI is followed by the words kind”, “type”, “style”, “brand”, “imitation”, etc;
- the GI is use on a product which does not present the characteristics described in the register and thus could damage the reputation of the GI good;
- the GI is used as a generic name.

As Inna Shatova, the Deputy Head of the Division for legal provision of industrial property at the State Department for Intellectual Property of Ukraine, states: “the registration does not restrict the right of the other persons to use the geographical reference provided they have complied with the relevant procedure” (Myhail Dykalenko. 2010). On one side, it matches the spirit of the European law as to common use of the geographical reference; on the other side it can lead to legal controversies as the Ukrainian law allows the registration per one physical person. Therefore, this matter needs to be further regulated by the Ukrainian law.
2.3.3. Official control and certification authorities

According to Articles 10 & 11 of the EC regulation # 510/2006, EU Member States have to make sure that the producers’ group complied with food safety regulations, but also with product specifications, before placing it on the market. A control body operating as a certification body (accredited in accordance with European standard EN 45011 or ISO Guide 65) should be in charge of verifying this compliance.

The French case: There are 3 levels of control concerning the GI products which are listed in a control plan implemented by the producers’ union in cooperation with the certification body.

The first level concerns the self-checking conducted by each producers.

The second level concerns the internal control by the producers’ union in order to help producers and to make sure they will reach the requirements of the control plan.

The last level corresponds to the controls by the certification body which makes sure that the producers apply the methods described in the specifications of the GI product and that the product is conform to the description given in the latest.

The French National Institute for Quality and Origin (INAO) plays an important role as the competent authority in charge of the Quality seals and of their controls (responsible of the overall system: it gives the agreement of accreditation bodies, give general guidelines and recommendations, validate control plan them, check the conformity etc.).

In Ukraine, prior examination (review) and certification is done by a number of state bodies with no clear coordination among them.

The certification is done by the State Department of Intellectual Property of Ukraine. This body has the following authorities:

- Accepts and considers applications, makes decisions concerning applications;
- Issues certificates, officially registers GI of goods origin and/or rights for their use;
- Officially publicizes data on GIs (in official bulletins);
- Conducts international collaboration in the field of protecting IP rights; represents Ukraine in international organizations on issues of protecting rights for GIs according to current legislation;
- Adopts sub-regulation in the frame of its authority;
- Provides educational (information) and publishing activities on protecting IP rights;
- Provides trainings for officials on protecting IP rights;
- Sub-contracts other state institutions to do some tasks related to protecting IP rights.

No coordination with bodies providing prior expert review of applications is foreseen. The prior expert review is conducted by totally different specifically designated bodies.

To ensure compliance with the Art. 10 of the Law of Ukraine “On protection of the rights to indicate the goods origin”, the Cabinet of Ministers of Ukraine has adopted the resolution “On specially empowered authorities for determination and control of specific features and other
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specifications of the goods” dated 23.04.01 under no. 149-r6. This resolution, has vested the power to determine and to check specific features, qualities and other specifications of the goods (prior expert review) in:

- the Ministry of Agrarian Policy of Ukraine – as to the goods of agricultural production;
- the Ministry of Culture and Arts of Ukraine – as to the objects of artistic popular crafts;
- the Ministry of Health Protection of Ukraine – as to food, food raw materials and mineral natural waters;
- the State Committee for Natural Resources of Ukraine – as to determination of the limits of the geographical places related to specific features, some qualities and other specifications of the goods.

Therefore, decision on which authority to apply to for prior expert review depends on the type of product that is planned to be registered as GI.

Based on the prior expert review (expertise) of the application, if the State Department of Intellectual Property of Ukraine decides on registering the geographical indication under IP rights, with specifications of the good. The related boundaries of the geographical place have to be entered into the relevant State Register (database).

There are no official state institutions vested with powers of control after the certificate on registering the geographical indication is issued to the applicant.

2.3.4. Specifications of the product

According to the Article 4 of the EC regulation # 510/2006, the product specification to present for the registration as a PDO or PGI should contain:

- name of the product with its designation of origin or GI
- definition of the geographical area + proof of evidence
- description of the product: physical, chemical, microbiological or organoleptic characteristics, raw materials etc.
- description of the method of production (authentic and unvarying local methods)
- description of specific packaging if it plays a role to safeguard quality or ensure the origin, and description of specific labeling rules
- description of the link between the quality or characteristics of the agricultural product or foodstuff and the geographical environment
- description of the link between a specific quality, the reputation or other characteristic of the agricultural product or foodstuff and the geographical origin
- name and address of the bodies verifying compliance with these specifications.

This dossier is similar to the one that has to be presented by an applicant to the Ukrainian Institute of Industrial Property (GI certifying body in Ukraine). Similarly, required documents should contain:

- the name of the product
- its general characteristics
- the delimitation of the geographical area of origin
- the specific features of the product that links it to its geographical environment (natural resources) and to human factors
- any data concerning the use of the GI to label the product

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The above information shall meet the requirements of accuracy, clarity and compliance with generally accepted terminology (for instance, commercial, technical terms). But there are no criteria established as to determination of any specific feature, quality, reputation or any other specification of the relevant goods.

Unfortunately, there are no procedures established in Ukraine as to determination of such quality, reputation or specification. The analysis of the relevant provisions of the foreign laws shows that they as a rule differentiate the description of specifications and the description of reputation. Furthermore, their criteria are somewhat different. The relevant description shall identify the goods based on their special quality, reputation or specifications.

In particular, the description of the goods’ specifications in EU may include the description of main characteristics: physical (pH level, shape, weight, appearance, consistence), chemical (presence/absence of impurities, residual etc), microbiological (utilization of some ferments, presence of bacteria) and/or organoleptic (smell, taste, texture, color, visual and sensor data). If necessary, the specification can include the description of raw materials, technological processes, goods production stages and finished product quality criteria. The description itself shall refer to all relevant stages of production including packaging, if necessary. For instance, for vegetal products they usually indicate the sort of plant, the date of planting and harvest, the period of vegetation, the method of harvesting, storage, shipment etc., and the specifications of the product such as hardness/softness, sugar or acid level.

The principle of the legal protection of geographical references according to the EU law is the principle of specification of the goods, where the relevant geographical reference or indication of the origin is applied to. The provisions as to the specification are designed in details. Ukrainian law does not contain the provisions, which would define the criteria of the goods, the procedure as to verification of the goods compliance with the specification requirements.

The fact that there are no specifications of the goods marked with geographical references in Ukraine limits the opportunity to obtain the protection for Ukrainian references on the territory of the European Union.

According to Article 12 of the of the EC regulation # 510/2006, the legal protection provided by the Provision No. 2081/92 may be granted to the geographical references and indications of the origin for agricultural products and food originating from third countries provided that the following requirements are met:

1) a third party of the goods specification as stated in the law which would be analogous to that stated in Article 4 of the Provision;
2) an expert institution and provisions as to the expertise of the product compliance with the requirements of the specification which is analogous to Article 10 of the Provision;
3) the legal protection of the geographical references and indications of the origin in the country of their origin which would be analogous to the protection provided by the law of the European Union.

Unfortunately, these requirements can hardly be met by products with GI status registered in Ukraine.

2.3.5. Geographical limits of the origin
The limits of the geographical region may be determined in different ways:
- according to existing administrative and political divisions
According to the Ukrainian law, it is not required that the geographical region corresponds to a local administrative unit. In each case it is required to indicate only the location of such region and provide an accurate map. If the geographical factor depends on the nature of the soil and the climate, a soil and climate maps may also be required.

When considering the geographical limits of origin, it is still important to see how they correlate with local administrative units in Ukraine even if a geographical region for a certain product does not correspond to any local administrative unit. Administrative system of Ukraine includes:

- Oblasts (provinces) – regional units. There are 24 oblasts and Autonomous Republic of Crimea.
- Raions (districts) – smaller units. Each oblast consists of certain number of raions. Big cities also consist of raions.

Examples exist of the geographical regions, which are not related to administrative or political units or other official divisions of a country. They may include a specially determined area, region, a combination thereof, a small locality or a group of localities etc.

Criteria for determination of the limits of such geographical region will be the relevant properties of products. For instance, for wine production there is the determination of its homogeneity in the relevant region and comparison with the products from the other regions.

The provisions of the “Regulations of execution, submission and carrying out of the expertise of the application for registration of a qualified reference of the goods origin” (Decree of the Ministry of Education and Science of Ukraine # N 598 of 17.08.2001 ‘On approving regulation on execution, submission and carrying out of the expert review of the application for registration of a qualified reference of the goods' origin’) and/or “the right to use a registered qualified reference of the goods origin”, clause 2.3.9, states:

“In the relevant section of the application they [applicants] shall indicate a concrete name and limits of a geographical location of the goods production. The limits of the geographical location may be described with help of the coordinates of the natural limits of the locality such as rivers, mountains, lakes; administrative limits; perennials constructions, communications etc”.

At the same time, delimitation of product boundaries and/or expert review of boundaries are done by specifically designated state bodies. In Ukraine a specially empowered authority vested with the powers to determine or to approve the boundaries proposed by the applicant as to limits of geographical locations related to specific features, some qualities or other specifications of the goods. Based to the CMU Resolution “On specially empowered authorities for determination and control of specific features and other specifications of the goods” dated 23.04.01 under no. 149-r such powers were vested upon the State Committee for Natural Resources.

2.4. Existing systems of food quality control, changes and opportunities

2.4.1 Public structure of control

The following authorities of the executive power branch are the ones engaged into the control of food safety in Ukraine, for national and imported goods. They are also in charge of control over animal and plant health:

- the Ministry of Health Protection of Ukraine – the State Sanitation and Epidemiological Service of Ukraine;
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- the Ministry of Agrarian Policy of Ukraine;
- the State Committee of Veterinary Medicine of Ukraine (with autonomous status);
- the State Service for Plant Quarantine of Ukraine;
- the State Committee of Ukraine for Technical Regulation and Consumer Policy (the State consumer standard);
- the Ministry of Environmental Protection of Ukraine
- the Ministry of Natural Resources – the State Environmental Inspection;
- the MES (registration of a qualified reference of the goods origin and/or the right to use a registered qualified reference of the goods origin).

Each regional state administration has an agricultural product quality inspection unit, which is subject to the Ministry of Agrarian Policy entitled to check the product quality, in particular the availability of quality, conformity certificates.

2.4.2 Overview of the system of food safety regulation7

The “Medical and Biological Requirements and Sanitary Norms of Food Stock and Food Quality (Sanitary Regulations and Norms)” are the main subordinate document regulating the safety of food. It was approved by the USSR Ministry of Health Protection on August 1, 1989 and it sets out nine main categories of food as well as the norms of nutritive value and safety for each of them.

Besides the “Sanitary Regulations and Norms”, there are some other important documents directly or indirectly related to food safety in Ukraine. These include:

- About 15 000 compulsory standards of the old Soviet HOSTs adopted before 1991 and the state standards of Ukraine (DSTU) which were adopted after 1991 for the design and control of the compliance. In this case it is the State Committee of Ukraine for Technical Regulation and Consumer Policy who is liable;
- The veterinary and sanitary requirements, the compliance of which is supervised by the State Committee of Veterinary Medicine;
- The phytosanitary norms, the control of the compliance of which is vested upon the State Service for Plant Quarantine and many other norms and regulations which are binding on the market agents.

In regards to the role of the quarantine service, it mostly lies in discovering of pests and diseases in all the goods of vegetable origin as the goods cross the border of the district, region or country. (The goods without pests, diseases (as favus on apples) may be of poor quality, with high content of other chemicals). The quality certificate is required for food transportation per each lot of goods, that’s why each enterprise has the laboratories issuing those certificates. They shall indicate the date of product issue, the content of nitrates, fats etc in the certificate. Not all producers can afford a laboratory. In these cases, the quality certificates shall be done at public laboratories although this is rather expensive. Under such conditions for all the vendors of agricultural products the prime cost of the products increases in 10-50% depending on the volume of the lot.

Key features of the system of food safety regulation in Ukraine are the following:

- safety control is based mostly on testing of samples (i.e. compulsory certification) and not on a complex and efficient system of management corresponding to existing risks (such as HACCP);
- many obsolete, too instructive compulsory standards and other requirements which can dictate, for instance, what formula, equipment or raw materials should be used;
- there is no system of assured product traceability.

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These features create problems related not only to safety and competitiveness of finished products, but also to innovation and performance of production processes. Furthermore, the liability for control of food safety is distributed among numerous institutions.

2.4.3 Certification: changes and opportunities

Currently, there are some elements of the certification system in Ukraine that contribute to the development of production of regional and traditional products, similarly to the way it is done in the EU. However, as stated above, there are some factors which can present some problems in production of such products in Ukraine.

This is due to the following:

- For any products to be produced in series (to be subject to secondary treatment of agricultural raw materials – bread, sausages, cheeses etc) normative documents shall be approved (Technical conditions),
- The function of control is exercised by two or, for products of animal origin, by three supervising authorities, which as a rule check the compliance with almost the same conditions.
- The recognition of specific traditional products is a new approach that may require adjustment of procedures. For instance, some products – good candidates for GI registration, may require elaborating a new DSTU, but this should not lead to putting the product into serial industrial-level production.

That is why the system of general deviations from hygienic requirements at production enterprises producing traditional food shall be designed and implemented.

This was the way chosen by Poland pursuant to the resolution of the minister of health protection dated February 18, 2009 and the Minister of agriculture and village development dated July 27, 2007.

The question of control is still open. The control of the compliance of the production process of the GI product with its specification should have been exercised by public supervising authorities or private ones which are duly accredited. At present, such system does not exist in Ukraine. According to the procedure of the registration of the products having a qualified reference of the goods origin in Ukraine the certificate of the right to use the origin is issued for 10 years. This procedure does not provide for any regular confirmation of supervising authorities on the compliance of the production process in conformity with the specifications.

Generally, the Ukrainian legislative and institutional framework at the moment does not efficiently support the development of GIs. The Law on the Protection of Rights to Indication of Origin of Goods was only used for the moment as a merely trademark law. Only big companies registered their products, but often without even putting it on their labels. This can be explained by the fact that there is a clear lack of information on GIs available for consumers, producers and processors. Moreover, the Ukrainian law on GIs is lacking a control system to ensure consumers about the

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8 In execution of the LAW OF UKRAINE “On protection of the right to indicate the goods origin” some by-laws were adopted. For instance, the Resolution of the Cabinet of Ministers of Ukraine dated 18.10.2000 under no. 411-r “On the list of specific names of the goods”. In execution of this Resolution of the Ministry of Education and Sciences of Ukraine approved the Provision on the List of Specific Names of the Goods (the MES order no. 583 dated 12.12.2000). The other order of the MES of Ukraine no. 598 dated 17.08.2001 approved the Regulations of execution, submission and carrying out of the expertise of the application for registration of a qualified reference of the goods origin in Ukraine the certificate of the right to use the origin is issued for 10 years. This procedure does not provide for any regular confirmation of supervising authorities on the compliance of the production process in conformity with the specifications.

Pursuant to the MES order no. 798 dated 13.12.2001 the Provision on the State Register of Ukraine of the names of locations of the goods origin and the rights to use registered qualified references of the goods origin was approved and such register established.
origin and qualities of the product; the protection offered for producers and consumers is thus very low. Another barrier is lack of requirement for a code of practice which should be the reference document to check the conformity of the product. As a consequence, this law needs to be reviewed to enable a better protection of GI products and the development of GIs in Ukraine.

To enable the use of GIs in support of rural development, this law should focus more on a collective approach. Local actors, especially farmers and smallholders, should be responsible for the application and for the management of the GI. This issue is critically important for the whole geographical area to benefit from the GI.

The development of the GI certification system in Ukraine represents a promising approach requiring mutual understanding between stakeholders. Thus the development of such system will require step-by-step implementation with revising and adopting new laws, as well as through coordination among authorities. At the same time, a practical experience is required for groups of producers in registering GI products.

It would be appropriate to consider adoption of the EU experience by vesting the powers of control and certification upon private certification companies which would be duly accredited.

Taking into account the current lack of knowledge and mobilization of governmental authorities on this particular direction of regional product development, authorities together with other stakeholders shall provide the support for establishment of such structure in Ukraine by means of international projects. Within such project it would be necessary to provide for the designing of the relevant procedures of regional and traditional product certification.

### Table 8. Overview of key differences in legal/institutional framework of Ukraine and EU concerning GI products

<table>
<thead>
<tr>
<th>Policy issue</th>
<th>Ukraine</th>
<th>EU</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Terminology</strong></td>
<td>The Ukrainian legislation is not enough clear enough concerning the link between the product and the natural conditions of the place of origin. It is hard to understand the difference between 'essentially due to natural conditions' (referring to Geographical indication of origin of goods) and 'exclusively due to the natural conditions...' (referring to Appellation of origin).</td>
<td>Clear differences in PDO and PGI.</td>
</tr>
<tr>
<td><strong>Who can apply</strong></td>
<td>Possibility for one person to apply for registration in Ukraine</td>
<td>Group of producers</td>
</tr>
<tr>
<td><strong>Prior expert review of application</strong></td>
<td>Requirement for prior examination (expert review) of application by a specifically designated state body. This body shall provide its conclusion to be included in the application package</td>
<td>No requirement for prior examination</td>
</tr>
<tr>
<td><strong>Responsible certification and control authorities</strong></td>
<td>Different authorities are responsible for prior expert review and for certification/registration. No clear coordination between them is foreseen. No control authority is designated to monitor the compliance once the registration certificate is issued.</td>
<td>Clear distribution of responsibilities. Transparent control system.</td>
</tr>
<tr>
<td><strong>Fees for registration/certification</strong></td>
<td>Fees exist.</td>
<td>No fees charged by the Europeans Commission.</td>
</tr>
<tr>
<td><strong>Developing code of</strong></td>
<td>The procedure in Ukraine does not take into</td>
<td>To be developed by</td>
</tr>
<tr>
<td>Practice for a certain origin-linked product</td>
<td>account the need to develop a code practice or production/processing protocol for a certain origin-linked product.</td>
<td>Group of producers from a geographical area where the product is produced</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------</td>
</tr>
<tr>
<td>Specifications of the product</td>
<td>No criteria on determining any specific feature, quality, reputation or any other specification of the relevant goods. No clear difference in description of specification and description of reputation. Description of reputation is not clearly defined in legal terms and not always required by legal provision during application procedure.</td>
<td>Clear difference in description of specification and description of reputation</td>
</tr>
<tr>
<td>Verification and control</td>
<td>Ukrainian law does not contain the provisions, which would define the procedure as to verification of the goods compliance with the specification requirements. No control authority is designated to monitor the compliance once the registration certificate is issued.</td>
<td>System of control is in place with designated responsible institutions.</td>
</tr>
</tbody>
</table>

### 3. Evaluation of the market potential

#### 3.1. Methodology of the study

**Method and geography**

The research was carried out as a two-stage survey with involvements of regional interviewers. Two kinds of forms were designed: one for consumers and another for food producers. According to the terms of reference of the project, 10 regions of Ukraine were selected in order to cover the broad variety of products. The area of research was rather large and covered all natural zones of Ukraine:

The regions where the investigation was carried out included:

1. Autonomous Republic of Crimea
2. Vinnytsia region
3. Donetsk region
4. Zakarpattia
5. Kyiv region
6. Poltava region
7. Odesa region
8. Lviv region
9. Chernivtsi region
10. Kherson region

The interviewers were the representatives of Agricultural Extension Services or those of the public agrarian sector having experience in consulting, training activity and well familiar with producers of agricultural products in their regions. Each interviewer entered into a contract of services, which included interviewing consumers at first and, in a second stage, it included a survey of food producers according to the terms of reference.

**1st stage of interviewing of consumers in ten regions.**

The total number of interviewed persons was around 1000. A total number of 100 persons were interviewed in each region.
The survey was carried out in a way to involve different consumers by age and location. The survey took place not in one singular location or regional center, but in four-five districts of the region including rural areas. The questionnaire form was designed to discover the potential products known to the consumers of each region as well as those related to this area or having specific features differentiating them from similar generic products.

The list of questions in the questionnaire included the information on not only concrete products, but also it allowed to determine the level of knowledge on public regulations, the reputation of such products, the mechanisms which would contribute to their promotion in future, the level of perception etc.

The analysis of the answers by regions and in Ukraine as a whole is provided below (see Chapter of 3.3 of the Report).

2nd stage of interviewing of consumers in ten regions
The second stage of the investigation was the determination of potential products. First of all those which were identified by consumers, as well as those determined by the interviewers from secondary sources – literature, representatives of governmental structures and public sector of the region and from their own experience.

For each region 20-40 producers were interviewed. This included not only small and medium-sized producers, but in some cases big national companies were also taken into account. But these were exceptional cases.

3rd stage Analysis and determination of potential producers of the products, which may have a geographical reference
The survey of producers has provided information on the product and the locality of origin, its positioning in the market, the general idea on information of producers. It has also allowed revealing and investigating the problems and opportunities in production of the products with a geographical marking.

As a result of the survey the following data was obtained with distribution by regions:

Table 9. Distribution of producers of traditional geographically-linked products by regions

<table>
<thead>
<tr>
<th>REGION</th>
<th>Number of producers surveyed by region</th>
<th>Number of answers on traditional dishes and their producers</th>
<th>Number of answers on industrially-produced traditional geographically linked products (production by big companies)</th>
<th>Number of answers from small/ medium producers of traditional geographically linked products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autonomous Republic of Crimea</td>
<td>40</td>
<td>5</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>Vinnytsia region</td>
<td>27</td>
<td>16</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Donetsk region</td>
<td>30</td>
<td>5</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Zakarpattia</td>
<td>40</td>
<td>12</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>Kyiv region</td>
<td>40</td>
<td>9</td>
<td>26</td>
<td>5</td>
</tr>
<tr>
<td>Lviv region</td>
<td>18</td>
<td>3</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Poltava region</td>
<td>30</td>
<td>5</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>Odesa region</td>
<td>30</td>
<td>4</td>
<td>20</td>
<td>6</td>
</tr>
<tr>
<td>Chernivtsi region</td>
<td>40</td>
<td>21</td>
<td>12</td>
<td>6</td>
</tr>
</tbody>
</table>
Generally, there were rather frequent cases when producers have positioned their products in the survey as regional ones linked to the location of production; this was also confirmed by feedbacks of consumers. However many of these products were products of large industrial companies (1 big producer).

Further selection for compliance with the selection criteria was made on the basis of the confirmation from of the consumers’ answers on this product and the detailed analysis of the producers’ forms on specific features of the product related to its geographical environment (natural resources) and human factors.

The analysis of the producers’ answers plus analysis of consumers’ preferences from each region were done based on the developed selection criteria. The list of selection criteria included:

1. Product properties are perceived as traditional ones for a certain area, which differentiate it from other products
2. Reputation and popularity, consumers' or producers' opinion on:
   - product quality
   - product specifics
   - product traditional character
   - geographical origin
3. Boundaries of geographical origin, if they can be specified in terms of
   - region
   - oblast
   - district
   - village / town
4. Traditional elements in production technology, which are specific for this type of product raw material origin and its procurement peculiarities
   - technological processes
   - peculiarities of storage and use/consumption
   - breeds, varieties, origin peculiarities
5. Influence of natural conditions of the place of origin on product specific qualities
6. Relationship of specific product qualities with a human factor of the place of origin
7. Reference to traditional product qualities in old publications
8. Production and/or processing of product main components within specified geographic area
9. Possibility of monitoring production process and raw material origin
10. Product is positively associated with a specific area (region), its benefits (cultural and natural) and local communities
11. There is a group of producers producing this product; OR perspective of creating such a group
12. Impact on one or several factors of regional economic development:
   - Employment (creating job places);
   - Impact on tourism;
   - Increase in the number of producers;
   - Other factor(s) of regional economic development

The final compliance with Selection Criteria was estimated in the following way:

<table>
<thead>
<tr>
<th>Compliance with 80-100% of criteria</th>
<th>Products with high potential to acquire GI status;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compliance with 50-80% of</td>
<td>Products with good potential</td>
</tr>
</tbody>
</table>

International Charitable Foundation “Heifer Project International”

<table>
<thead>
<tr>
<th>Kherson region</th>
<th>32</th>
<th>4</th>
<th>5</th>
<th>22</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>327</td>
<td>84</td>
<td>132</td>
<td>109</td>
</tr>
</tbody>
</table>
The products finally selected were then studied in detail according to the developed profile card. This card was designed so that it may be used as a basis for a future database of GI-products, for further use by authorities registering and controlling GI products in Ukraine.

While selecting the criteria (characteristics) for the profile card, we have used an approach based on the presentation of all the information available about the product and its specific qualities that would allow its registration as a GI product. The specific qualities that were taken into account include: the natural and human factors that have shaped the product specifics, as well as linkages between the product (or its components) and the place of production. Questions on economic impact of product on rural development and regional economic development were added.

All the short listed products as well as the other ones revealed by surveys do require additional study before producers can apply for GI certification. Therefore, the descriptions in profile cards present rather preliminary results.

Data fields in the profile card included:

1. **Name**
2. **Type of product (sort, breed, dish etc.)**
   - Dairy products (cheese etc.)
   - Meat and meat products
   - Fish and fish products
   - Vegetable, fruit and processed products
   - Grain, cereals, processed products
   - Nuts, seeds and processed products
   - Bread and bakery products
   - Vegetable fat and butter
   - Ready-made meals
   - Beverages (except strong drinks)
   - Other products
3. **General product description**
   3.1. Specificity/ uniqueness
   This may refer to specific physical, chemical, microbiological, organoleptic qualities; appearance: shape (form), weight, amount, external color, internal color, packaging organoleptic qualities: consistency, smell, taste. Raw materials: key components/ materials, additional components/ materials, seasonings; medical, esthetic qualities.
   3.2. Place of origin
   - Region
3.3. Method of production
Description of the production process, its stages with indication where these stages take place – within one area or in different ones.
Components of product (if important for specificity)
- Product components (in weight share and volume share, %)
- Place of production (processing) of product main component(s)
- Place of production (processing) of product other component(s)
- Are the components specific to the area where they are produced

3.4. Information on production time and seasonality

4. **Linkage between the product and the area (specific local resources and the way they effect the product)**

4.1. Characteristics of the area of origin and local conditions, which have shaped product qualities.
This may refer to:
- Natural conditions
- Specified geographical boundaries of the area of origin
- Landscape characteristics
- Environmental conditions
- Traditional plant varieties/ animal breeds

4.2. Cultural traditions connected with the product (if applicable):
- Production
- Storing
- Use

4.3. Reputation: geographical scope, studies among consumers

4.4. Publications proving traditional nature of the product (historical references and old- time manuscripts, fairytales, legends, historical studies etc)
- Time of origin, product history
- Historical sources information about product

4.5. Justification of the linkage between quality and specifics of product and its geographical place of origin.

5. **Economic development potential**

5.1. Consumption
- volume,
- geography of consumption
- timing, regularity/ occasions of consumption

5.2. Production
- Product sale volume in region
- Product sale volumes in other regions
- Marketing channels (small shops, supermarkets, markets, festivals etc.)
5.3. Opportunities of product impact on economic factors of area development

- Creating job places
- Value added
- Biodiversity conservation
- Tourism development.

5.4. Problems with usurpation, copying of the product

6. Legal status

- Information on registered trademarks, if any, related to the product
- Geographical indication on the product label – in its name or description
- General nature of the name

7. Opportunities of producers’ collective actions

7.1. Type of producer: small private producer, farmer or smallholder, medium-level business, large company

7.2. Number of producers

7.3. Information on associations (unions etc.) of producers

7.4. Information on current chances (plans) for producers to get united for lobbying their interests related to product of the specified product

3.2. Administration of the project

The project was carried out by the project team composed of:
- Yuriy Bakun, Project Coordinator
- Roman Korinets, expert on marketing research, agricultural economics and law;
- Oksana Osadcha from Heifer-Ukraine – volunteer consulting on project implementation.

The network of 10 regional interviews was also built to cover target regions.

The volunteers were also involved in project implementation:
- Perrine Loeuilleux, graduate student from France, AGRIDEA – assistance with legislative comparative analysis, surveys, developing profile cards;
- Iryna Kostia, graduate student from National University “Kyiv-Mohyla Academy” – assistance with legislative analysis, summarizing results of surveys, developing databases.

3.3. RESULTS: Overview of consumer survey

Consumer survey had the following objectives (as formulated in the consumer questionnaire form distributed among interviewers):

- identification of consumer demand for origin-linked products manufactured in certain area (region/oblast);
- increasing citizens’ awareness on availability of special libeling («geographical indication labeling») directly or indirectly specifying geographic origin of product, which has certain qualities, reputation or other characteristics related to a specific geographical location; as well as
- identification of obstacles for the development of markets for these products
The second objective was an additional one and was meant to rather help identify needs in educational activities to inform consumers about geographically-linked traditional food products, GI certification, history and traditions related to these products etc.

The survey has allowed collecting the following key data:
- Develop lists of geographically-linked traditional food products in each target region based on their popularity (consumption, knowledge of consumers about products, ranking of products by consumers)
- Importance for consumers in being informed about specifics of products;
- Assess regional differences in:
  - awareness of consumers about availability of geographically-linked traditional food products in their regions;
  - Perceptions of consumers about why the products they mentioned as traditional geographically-linked ones are polar in their own and/or other regions (or why their popularity is limited);
  - Position of consumers about how they appreciate geographical linkages of selected products and how origin of a product is important for them;
  - Necessity in educational campaigns.

Some general trends revealed in consumer survey were:
- Lack of knowledge of consumers about history and traditions related to origin-linked products and about regional products in general;
- Half of consumers prefer products from their own areas;
- Importance of quality for consumers when making purchasing decision;
- Perception that local traditional products are not popular in other regions;
- As much as 1/4 of consumers notice geographical references in names of products;
- High awareness of respondents on exact origin of chosen regional products; Almost two third of consumers do pay attention to labels - they would like to receive the full information about the product. And this positively influences their choice.

Detailed analysis of consumer survey is presented in the Appendix 1.

List of Products Developed Based on Consumer Survey
Consumer survey has allowed develop preliminary list of traditional geographically-linked products in each targeted region based on popularity of these products among consumers.
<table>
<thead>
<tr>
<th>Region</th>
<th>Table 10. Most popular traditional geographically-linked food products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crimea</td>
<td>Grape (32) Yalta onion (27) Aboriginal varieties of apple (22)</td>
</tr>
<tr>
<td></td>
<td>Crimea medicinal herbal teas (18) Cornel (dogberry) (16) Fig (14)</td>
</tr>
<tr>
<td></td>
<td>Crimean rice (12) Crimean sea food (11) Peach (11) Persimmon (7)</td>
</tr>
<tr>
<td>Vinnytsia Oblast</td>
<td>Podillia bread (13) Zinkivska sausage (13) Tymanivska porridge (6)</td>
</tr>
<tr>
<td></td>
<td>Dish Manzari (5) Ulanivska potato (5) Uzvar (non-alcohol drink from dried fruits) (5)</td>
</tr>
<tr>
<td></td>
<td>Dish kolotukha (5) Dish Malai (3) Lezhni (dish with cottage cheese) (3)</td>
</tr>
<tr>
<td></td>
<td>Dish smazhenytsia (3)</td>
</tr>
<tr>
<td>Donetsk oblast</td>
<td>Donbass-style cutlet (20) Donetski sweets (18) Salt of “Artemsi” (16)</td>
</tr>
<tr>
<td></td>
<td>Semenivski sausage (13) Sunflower oil Slavolitia (12) Shakhhtarskiy cake (Cake of a miner) (8)</td>
</tr>
<tr>
<td></td>
<td>Olenivske flour (7) Seledivskyi bread (6) Krasnoarmiiskyi wheat bread (4)</td>
</tr>
<tr>
<td></td>
<td>Krasnoarmiiskyi muffin (2)</td>
</tr>
<tr>
<td>Zakarpattia oblast</td>
<td>Brynza, vurda cheese (38) Bohrach dish (19) Dish Piknytsia (13)</td>
</tr>
<tr>
<td></td>
<td>Dish chovlent (8) Tokan (redy-made dish) (8) Dish Banosh (8)</td>
</tr>
<tr>
<td></td>
<td>Yafyny (8) Paprihashka dish (meat with paprika) (5) High-mountain honey (4)</td>
</tr>
<tr>
<td></td>
<td>Selyskyi cheese (4)</td>
</tr>
<tr>
<td>Kyiv oblast</td>
<td>Kyivskyi (Kyiv) cake (25) Kyiv chicken (17) Vechirnii Kyiv sweets (10)</td>
</tr>
<tr>
<td></td>
<td>Bread kvas (full sour drink) (10) Borodianka potato (6) Karapysmanska sausage (5)</td>
</tr>
<tr>
<td></td>
<td>Borodianka round cookies (3) Tetiivskyi bread (3) Tetiivskyi spice cake (2)</td>
</tr>
<tr>
<td></td>
<td>Kyiv bread (2)</td>
</tr>
<tr>
<td>Poltava oblast</td>
<td>Pyriatyn cheese (55) Live Poltava bread (35) Bilotserkivske butter (29)</td>
</tr>
<tr>
<td></td>
<td>Piltava halushky (can be sold as frozen packaged food) (28) Poltava bread kvas (25)</td>
</tr>
<tr>
<td></td>
<td>Dish Pollava borsch (17) Berezova Rudka flower tea (16) Holbypo sausages (14)</td>
</tr>
<tr>
<td></td>
<td>Kremenchuk meat (14) Poltava honey (4)</td>
</tr>
<tr>
<td>Odesa oblast</td>
<td>Danube herrings (24) Home-made sausage (20) Bread Odesa karavai (20)</td>
</tr>
<tr>
<td></td>
<td>Starokozatskyi cheese (17) Brynza cheese (16) Odesa sweets (14) Plachinda (11)</td>
</tr>
<tr>
<td></td>
<td>Kulindorivska flour (7) Bilhorod-Dnistrovskyi bread (5) Dish dolma (5)</td>
</tr>
<tr>
<td>Lviv oblast</td>
<td>Kulykiv sausage (17) Drohobych sausage (17) Lviv kvas (non-alcoholic drink from bread) (17)</td>
</tr>
<tr>
<td></td>
<td>Dish Pompuhky (sort of pancakes) (15) Chocolate products of Lviv Tyskeria (11)</td>
</tr>
<tr>
<td></td>
<td>Lviv sausage (9) Sykhiv wheat bread (6) Maslianka (dairy drink) (5) Ciscarpathian bread (5)</td>
</tr>
<tr>
<td></td>
<td>Dish dychynyna (5) Zastavnyskpancakes (5) Dried plums with bacon (5) Chuvinska sweet roll (4)</td>
</tr>
<tr>
<td>Chernivtsi oblast</td>
<td>Dish nachynka (17) Dish Banosh (11) Vaslovskiy roll (cake) (7) Bukovynskyi horishok (cake) (6)</td>
</tr>
<tr>
<td></td>
<td>Meshed beans (6) Dish dychynyna (5) Zastavnyskie pancakes (5)</td>
</tr>
<tr>
<td></td>
<td>Dried plums with bacon (5) Chuvinska sweet roll (4)</td>
</tr>
<tr>
<td>Kherson oblast</td>
<td>Kherson watermelon (69) Kherson tomato ketchup (12) Melon (12)</td>
</tr>
<tr>
<td></td>
<td>Chaplinka cheese (7) Dish cereal with fish (7) Novotrotskvi cheese (5)</td>
</tr>
<tr>
<td></td>
<td>Kalanchak cheese (5) Dish varenyk (dumplings) with pumpkin (4) Kherson dumplings with pumpkin (4)</td>
</tr>
</tbody>
</table>

*Numbers in parenthesis indicate the number of respondents who mentioned the product/dish during the consumer survey.*
Developed lists were then reviewed for further analysis and certain products were eliminated:
- Those with no geographically-linked traditions of production or other historic roots;
- The ready-made dishes, which should be object of a different analysis and different certification scheme. In the frame of the current project, dishes are briefly analyzed separately to develop policy recommendations on their separate certification.

For example, some consumers have named generic products with geographic names, which do not have historic roots. These products include for example mayonnaise. Such products were eliminated from the further analysis.

Such analysis was done by experts based on their expertise and analysis of secondary sources.

Then these lists were used to identify producers that are the most promising for GI-certification products. This was used as a base for the producer survey.

### 3.4. OVERVIEW OF PRODUCER SURVEY

Producer survey was aimed at identification of traditional origin-linked quality food product that could actually qualify for GI certification and that needed such certification. An additional objective was the identification of obstacles for the development of markets for these products.

Producers of all regions are aware that in order to sell product successfully, it is necessary to market it with underlying why it is different as compared to similar products. When it comes to food products, they first of all can be distinguished by quality and taste. Actually, producers have rated the distinguishing qualities in the following order: quality (highest ranking) and original taste, which can make a product unique, specific.

The most important reason for the production of a specific product for producers is its already existing popularity. For example if a local product has traditional demand among consumers, its production will be organized in the first place.

Another important reason for the production of a specific product can be its medicinal properties. The demand for medicinal products is usually lower than for original and high-quality products for general consumption; that is why an answer “It has medicinal properties” was provided only by 2-3 producers. However, local products with medicinal properties still have good chances for success due to their traditional high in-country popularity. Considerable part of producers links success of a product, which they produce, with original local recipes. Practically it is not important for the producers from what raw material to produce a local product: from local ones or imported from other regions.

Awareness of producers on GI- registration and its advantages is low. Only 7% of respondents-producers see the opportunity in the registration of the products with geographical references. 17% of producers are ready to register the geographical origin of their product and mark it according to the law. They are ready to invest in it as they understand they will earn more. Small number of producers was aware about the history of traditional products they produce - only 1% of them have at least some information about history off their products. Therefore, information campaign is needed to educate producers. Besides, some study is to be made to find out the lost history of products.

Other trends were also revealed in the producer survey:
- Regional/local products are mostly made in small batches by small producers;
Specificity of regional products in most cases depends on natural conditions, which influence originality and special properties of a product. Another important factor, which was marked by the producers, is cultural traditions, components or technology of production. It was revealed that the role of these factors does not differ significantly by surveyed region. For instance, natural conditions were marked as a priority factor influencing product specificity in all regions.

- Most local food products are popular in the area of origin and production. At the same time, more than 28% of products are considered popular throughout the entire country. And 14% of producers report that their products are popular abroad.

- The main barrier to the growth of products’ popularity, according to producers, is the lack of sufficient information about products.

- As 50% of producers think their products are in high demand, first of all because of their high quality.

- The main elements of local products that allow differentiation from others are composition and technological processes;

- 40% of producers consider that the state must provide financial support and promote advertising of local products;

- Most respondents consider their regions to be attractive for tourists.

- Only 13% of producers said that they are exclusive manufacturers of their product. 65% do not know about whether such product is manufactured by other producers. The majority considers that there are a lot of such products. The problem of usurpation was mentioned by less than 30% of producers.

- 26.5% of products have the original own name.

Detailed results of producer survey are provided in the Appendix 2.

3.5. Selection of food products with potential for GI certification (based on results of Consumer Survey and producer Survey)

The analysis of compliance with the product selection criteria allowed for the determination of the products with most potential, meeting the requirements on specificity conditioned by natural or human factors related to the origin of the products (see table below).

The calculation in the table below is based on the following methodology:

- Whenever a product meets a certain criteria, it is assigned “1” score for this criterion. Otherwise it receives “0” for this criteria (zero scores are not presented in the table below, when a product scores zero, the relative cell in the table is left blank. This is done for convenience);

- Some sub-criteria are inclusive meaning that a product can meet several sub-criteria in the frame of one criterion (for example the product can be traditional both in terms of raw materials and processing processes); while other sub-criteria are exclusive in the sense that the product can meet only one sub-criteria in the frame of specific criterion (the boundary of the project should be very clear – they can not include both the village and the region as a whole. It’s a village, a district, or the region or some other area unrelated to administrative unit).

- After every product is scored against all specified criteria, a calculation is made on percentage of criteria every product complies to (with accounting for inclusive or exclusive nature of criteria). Total number of criteria is 22. Therefore, product complying with 11 criteria (for example, Dzhankoi strawberries) gets the total score of 50%.

- Then the products are assessed as to suitability for GI certification based on the compliance intervals described in Section 3.1.
As a result, we have selected some products and their systems of production which could serve as an interesting example for the pilot project. They can represent the variety of approaches and types of products. The final short list of products selected for precise analysis (under the profile card) and proposed for pilot certification is even shorter – it contains several most promising products (see Chapter 3.6).

It should be emphasized that the compliance with the criteria of the products, which got low score does not mean at all the lack of their potential as to their identification as GI products. First of all, it is conditioned by the necessity of deeper studying of their specificity and opportunities. As in some cases the answers of the consumers as well as the producers of these products were not complete due to insufficient knowledge on the origin of the products and their potential. Furthermore, as the analysis of the answers shows, some producers do not consider it necessary to position such products through a protected geographical name. This is due to the absence of the public support and to the insufficient knowledge on possible advantages by the value adding. It can also be related to the costs of promoting the product.

The other factor which conditioned a low rating of some products is the lack of collective actions of the producers or the lack of a group of producers that is one of determining factors in the registration of the mentioned products.

As a rule, the products produced in series, especially derived products, are produced by one producer. Otherwise, in case of many producers, they are seen through the perspective of competition and the possibility of common actions to obtain mutual benefit is not taken into consideration. This is also conditioned by the lack of consistent actions of governmental support programs, as well as weak information campaigns (if any) of non-governmental structures.

It would be useful to develop some recommendations for the producers in order to show the advantages and perspectives of common actions, especially regarding the economic incentives for producers themselves and for the territorial development.
<table>
<thead>
<tr>
<th>REGION</th>
<th>PRODUCT</th>
<th>Reputaion and popularity, consumers’ or producers’ opinion</th>
<th>Boundaries of geographical origin, if can be specified</th>
<th>Traditional elements in production technology, which are specific for this type of product</th>
<th>Influence of natural conditions of the place of origin on product specific qualities</th>
<th>Relationship of specific product qualities with a human factor of the place of origin</th>
<th>Reference to traditional product qualities in old publications</th>
<th>Production and/or processing of product main components within specified geographic area</th>
<th>Product is positively associated with specific area (region), its benefits (cultural and natural)</th>
<th>There is a group of producers producing this product, OR perspective of creating such a group</th>
<th>Impact on one or several factors of regional economic development</th>
<th>Compliance with selection criteria</th>
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International Charitable Foundation “Heifer Project International”
3.6. Profile Cards

Products selected according to Selection Criteria were analyzed in details as to their suitability for GI certification.

The profile cards developed for the most suitable finally selected short listed products, present different types and categories:

- Agricultural food products produced by small producers in small quantities;
- Food products produced by medium and large-size producers (industrial scale of production);
- Traditional dishes.

It is recommended first of all to develop pilot projects for the first category of products. According to the final selection of the short list, this category can be presented by Rakhiv brynza (cheese) and Yalta onion, having the highest compliance with selection criteria (82%). Depending on the will of producers, they could be submitted for registration as GI products. These products don’t only have not specific geographically-linked quality related to natural or human factors of the areas of production; but also there are good opportunities for collective actions of their producers. These products are mainly produced by small producers, who are eager to unite in promotion and protection of their products.

Another example of products selected for the short list is Kyiv cake (compliance with selection criteria is 55%) and Poltava Bread kvass (full sour drink, for which the compliance with selection criteria is 68%). Those are classical examples of products produced on industrial scale by big industrial companies, but that have the opportunity to be identified and registered as GI-products. In many cases, these products are produced not only by big producers, but also by small producers, who are eager to produce popular regional products. According to the Ukrainian legislation, those producers can register their products as GI individually or through uniting in associations. However, it is not recommended to take such products as Kyiv cake for pilot study as it involves large scale-(industrial) producers and therefore:

- this will not bring benefits for rural areas;
- it would be difficult to persuade a large producer to

The third example of potential GI-products are products which belong rather to ready-made dishes. These dishes require separate certification as regional dishes. They have quite a long history of production. They can boost rural tourism and development of respective regions. Some of the examples are dairy product kolotukha, apple jam from Doneshta apples and Komarovetskyi malai.

Detailed description of products in profile cards is provided in Appendix 3.

Conclusions and Recommendations

Therefore, this work allows identifying some policy development areas for GI in Ukraine, some potential products/demand for them and recommendations for policymakers and producers. The table #12 below presents an overview of some key identified problems in policy-making and proposes some recommendations.

Thanks to a specific methodology developed for the study, an assessment was made of potential products that could be recommended for acquiring GI status. The developed methodology of the study could further be discussed and modified. The results of the study are indicative; they present only some overall trends for further development and research and should not be considered as decisional justifications.
<table>
<thead>
<tr>
<th>Problem</th>
<th>Proposed Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>The investigation showed that most of interviewed consumers have little knowledge of local products of Ukraine, history and culture of the country, the history of the product origin, the traditions of its use/consumption.</td>
<td>It requires the information work which would show the range and advantages of traditional regional quality food products in Ukraine, the preparation of special publications, for instance, “Tastes of Kyiv region”, “Tastes of Ukraine”.</td>
</tr>
</tbody>
</table>
| Harmonization of the laws of Ukraine in conformity with the European laws. | • Exclusion of the provision on the possibility of registration of geographical references by one person  
• Legalization of the system of control (by the way of regular certification) of the compliance of production with the specifications of the products with geographical references  
• Development of the system of specification of the goods marked with geographical references  
• Development and implementation of the system of general deviations from hygienic requirements at production enterprises producing traditional food. |
<p>| The local product is not in great demand among consumers of other regions due to the lack of information as consumers from other regions often have much less information thereon. | A specialized site “Tastes of Ukraine” is recommended, including in English. |
| Most respondents do not understand the essential meaning of a geographical reference of the product origin. | It requires some educational work, which would reveal the essence and the benefits of a geographical reference of the product origin. |
| Complicated procedures of Ukrainian legislation. | Detailed analysis of the legislation, preparation of the proposals as to simplification of the procedures |
| Only a small part of respondents is familiar with the international legislation. | It is necessary to organize a study of the international experience. |
| Local products are less competitive on the market as compared to conventional goods. | Governmental programs are required to contribute to production of such products and to contribute to the establishment of associations of producers, their cooperation. They shall be prepared based on the world practice. |
| Most producers do not know how to register the origin of the goods, how to use this instrument for development. | It is required a systemic work on training of the goods producers, local authorities. Required regional consulting centers. Such centers could be agricultural extension services, and some training should be held for them (training for trainers). |</p>
<table>
<thead>
<tr>
<th><strong>Problem</strong></th>
<th><strong>Proposed Solutions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The majority of respondents believe that the role of the state in the development of the local product market shall be proactive. First of all, they believe that the government shall provide promotion of local products, as well as financial support of their producers.</td>
<td>Training for governmental officials.</td>
</tr>
<tr>
<td>Only 7% of respondents-producers see the opportunity in the registration of the products with geographical references. Only 17% of producers are ready to register the geographical origin of their product and mark it according to the law. They are ready to invest in it as they understand they will earn more.</td>
<td>Training for producers based on the international practice. Creation and implementation of a “model producer” to promote the idea and show the benefits.</td>
</tr>
<tr>
<td>Producers mostly do not have any marketing skills on how to use the historical information on the product.</td>
<td>Training for producers on fundamentals of marketing.</td>
</tr>
<tr>
<td>Absolute majority of producers of local products in Ukraine are not members of any associations or groups of goods producers.</td>
<td>Training for producers and their associations</td>
</tr>
<tr>
<td>Terminology of product classification and delimitation of its geographically-linked nature is very difficult for understanding and use not only by consumers, but also by producers. This can be one of the major reasons why consumers do not fully understand benefits of such products and the sense of GI marking.</td>
<td>It makes sense to have two official definitions - one of a <strong>geographically linked product</strong> (referring to the place of origin and geographical indication of origin) and a <strong>traditional product or dish</strong>, production and origin of which is related to human factor and history of origin.</td>
</tr>
</tbody>
</table>
APPENDIXES

APPENDIX 1. REFERENCES


25. **Lissitsa Alex.** 2010. Strategy and mechanisms of Ukrainian products entry into world markets with active participation of Ukraine on exhibitions of agrarian industry. pp. 14

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**Appendix 2. LIST OF ABBREVIATIONS**

AO - Appellation of origin
ARIS - Agricultural and Rural Investment Strategy
CAE - Collective Agricultural Enterprise
CIS – Commonwealth of Independent States
DSTU – State (quality) standard of Ukraine
EAAE - European Association of Agricultural Economists
EU – European Union
FAO - United Nations Food and Agricultural Organisation
GDP - Gross Domestic Product
GI - Geographical Indication
GIO - Geographical indication of origin
CMU- Cabinet of Ministers of Ukraine
GVA - Gross Value Added
GOSTs – state standard of the former Soviet Union; the set of technical standards adopted by the
Euro-Asian Council for Standardization, Metrology and Certification of the CIS countries
IFC - International Finance Corporation
IUCN - International Union for Conservation of the Nature
MES – Ministry of Education and Science of Ukraine
APPENDIX 3. Database of Partners and Stakeholders Who Contributed to the Assessment of Potential Production of Products with Geographical Indication

Regional interviewers

<table>
<thead>
<tr>
<th>Region (oblast)</th>
<th>Surname, name</th>
<th>Position, affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lviv</td>
<td>HORDIENKO Klavdia</td>
<td>Deputy head of the General Manager of the agricultural wholesale market Shuvar</td>
</tr>
<tr>
<td>Kyiv</td>
<td>PAVLYSHYNEL Maksym</td>
<td>Deputy head of Kyiv Agricultural Extension Service</td>
</tr>
<tr>
<td>Uzhhorod</td>
<td>SHURKOVSKA Liudmyla</td>
<td>Deputy head of Zakarpattia Agricultural Advisory Service</td>
</tr>
<tr>
<td>Simferopol</td>
<td>KOMOV Yuri</td>
<td>Vice-President of the Association of Farmers and Land Owners of Crimea</td>
</tr>
<tr>
<td>Odesa</td>
<td>OSIPOVA Mariia</td>
<td>Director of Odesa Agricultural Advisory Service</td>
</tr>
<tr>
<td>Kherson</td>
<td>ARTEMENKO Larysa</td>
<td>Director of Kherson Agricultural Advisory Service</td>
</tr>
<tr>
<td>Chernivtsi</td>
<td>MELNYK Vasyl Mykolaivych</td>
<td>Deputy Head of Zastanivska raion Council (district-level government) of Chernivtsi oblast</td>
</tr>
<tr>
<td>Donetsk</td>
<td>BRIVKO Tetiana</td>
<td>Director of Donetsk Agricultural Advisory Service</td>
</tr>
<tr>
<td>Poltava</td>
<td>ANDRIIENKO Tetiana</td>
<td>Director of Poltava Agricultural Advisory Service</td>
</tr>
<tr>
<td>Vinnytsia</td>
<td>LEVCHENKO Oleh</td>
<td>Director of Vinnytsia Agricultural Advisory Service</td>
</tr>
</tbody>
</table>

Central authorities

<table>
<thead>
<tr>
<th>№</th>
<th>Partner</th>
<th>Contact information</th>
<th>Type of (prospective) partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ministry of Agrarian Policy of Ukraine</td>
<td><a href="http://www.minagro.gov.ua">www.minagro.gov.ua</a> 24 Khreschatyk St., Kyiv</td>
<td>The Ministry is a public body specially authorized for defining and control over peculiar properties and other characteristics of goods, specifically, agricultural goods</td>
</tr>
<tr>
<td>2.</td>
<td>Ministry of Health Protection of Ukraine</td>
<td><a href="http://www.moz.gov.ua">www.moz.gov.ua</a> 7 Hrushevskyi St., Kyiv</td>
<td>The Ministry is a public body specially authorized for defining and control over peculiar properties and other characteristics of goods - specifically, food products, food raw materials and natural mineral waters.</td>
</tr>
<tr>
<td>3.</td>
<td>Ministry of Culture and</td>
<td><a href="http://mincult.kmu.gov.ua">http://mincult.kmu.gov.ua</a></td>
<td>The Ministry is a public body specially</td>
</tr>
<tr>
<td>№</td>
<td>Partner</td>
<td>Contact information</td>
<td>Kind of partnership</td>
</tr>
<tr>
<td>----</td>
<td>-------------------------------------------------------------------------</td>
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<td>-------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Association of Farmers and Private Landowners of Ukraine</td>
<td><a href="http://farmer.co.ua">http://farmer.co.ua</a> 21 P. Lumumba St., Kyiv tel. 5017873, 2284819</td>
<td>Association has its branches in all oblasts of Ukraine. Always well informed on small farmers – agric. products manufacturers</td>
</tr>
<tr>
<td>2</td>
<td>Union of Members of Agricultural Service Cooperatives</td>
<td>Office 417 21 P. Lumumba St., Kyiv 01042 tel: 5017872, 80972801723, 80503823740. Fax 5017873.</td>
<td>Cooperatives are capable of manufacturing original products</td>
</tr>
<tr>
<td>3</td>
<td>Organic Federation of Ukraine</td>
<td><a href="http://organic.com.ua">http://organic.com.ua</a> Kyiv, office 412, 12 Hospitalna St.,</td>
<td>Often organic products have regional peculiarities and thus, shall have respective marking.</td>
</tr>
</tbody>
</table>

Agricultural products manufacturers and associations of agricultural products manufacturers (production and social organisations)
<table>
<thead>
<tr>
<th>№</th>
<th>Partner</th>
<th>Contact information</th>
<th>Kind of partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>National Association of agricultural advisory services of Ukraine</td>
<td><a href="http://www.dorada.org.ua">www.dorada.org.ua</a></td>
<td>Association has its branches in all oblasts of Ukraine. It is well informed on small manufacturers.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>All-Ukrainian Association of Representatives on intellectual property matters (patent administrators)</td>
<td><a href="http://www.patent.org.ua">www.patent.org.ua</a></td>
<td>Experience in patenting trademarks and their protection</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>State Enterprise &quot;Ukrainian Copyright and Related Rights Agency &quot;</td>
<td>34 B. Khmelnytskyi St., Kyiv 01030, Kyiv, tel. (044) 234-22-38, 235-40-80.</td>
<td>Main field of activities - collective management of property rights of copyright and related rights subjects (mainly manages property rights of copyright subjects).</td>
</tr>
<tr>
<td>4</td>
<td>All-Ukrainian Social Organisation &quot; All-Ukrainian Copyright Agency&quot;</td>
<td>13 Anri Barbius St., Kyiv 03150 tel. +38 (044) 529 20 73.</td>
<td>Main field of activities - collective management of property rights of copyright and related rights subjects</td>
</tr>
<tr>
<td>5</td>
<td>LLC «European Law Group»</td>
<td><a href="http://www.lawgroup.com.ua">www.lawgroup.com.ua</a></td>
<td>Legal analysis, comparative analysis of legislation</td>
</tr>
</tbody>
</table>

Service providers in the field of intellectual property and intellectual property protection, advisory services

<table>
<thead>
<tr>
<th>№</th>
<th>Partner</th>
<th>Contact information</th>
<th>Kind of partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>Organic Standard</td>
<td>16 Nezalezhnosti St., Brovary, Kyiv oblast, Ukraine 07400 E-mail: <a href="mailto:office@organicstandard.com.ua">office@organicstandard.com.ua</a> tel /fax: +38 (044) 200-62-15 (16)</td>
<td>Information – research co-operation</td>
</tr>
<tr>
<td>5.</td>
<td>Ukrainian Association of Trademarks Owners</td>
<td><a href="http://www.uta-tm.org.ua">www.uta-tm.org.ua</a> office 23, 65 Sakshanskyi St., Kyiv tel /fax 289-87-90 <a href="mailto:uta-tm@i.ua">uta-tm@i.ua</a></td>
<td>Consultancy regarding use of geographic origin in trademarks, registration, use and protection of trademarks. It unites owners of renowned brands.</td>
</tr>
<tr>
<td>Full name</td>
<td>Contact information</td>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>---------------------------------------------------------------</td>
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<td></td>
</tr>
<tr>
<td>Berezovska Olena Mykhaylivna</td>
<td>38044-5614743, 80673273400 <a href="mailto:info@ecolabel.org.ua">info@ecolabel.org.ua</a></td>
<td>Association of Organic Products Consumers/ LLC &quot;Trading House Organic Era&quot;, Chairman of the Board / Director</td>
<td></td>
</tr>
<tr>
<td>Buzan Halyna Serhiivna</td>
<td>332-84-08, (067) 214-06-02</td>
<td>All-Ukrainian Social Organisation «Live Planet», Project Coordinator</td>
<td></td>
</tr>
<tr>
<td>Vesper Liudyma Leonidivna</td>
<td>38044-4186574, 38067-3988064</td>
<td>International Social Organisation &quot;For balance in the society&quot;; Organic products network &quot;Eco-Shik Chairman of the Board / Director</td>
<td></td>
</tr>
<tr>
<td>Yevtushenko Yaroslav</td>
<td>38044-2858344, 098-2125554</td>
<td>Ethno Product Group, Head of the Commercial Department</td>
<td></td>
</tr>
<tr>
<td>Holubiev Oleksandr Volodymyrovych</td>
<td>38050-3301828</td>
<td>LLC «Ukr Eco Khlib», Director</td>
<td></td>
</tr>
<tr>
<td>Kapshyt Mykhailo Vasyliovych</td>
<td>38044 492 75 68, 38067-2316880 <a href="mailto:kapshtyk@gmail.com">kapshtyk@gmail.com</a></td>
<td>AUSO «Association of Agroecologists of Ukraine»; SO &quot;Training- and coordination centre for agriculture advisory services&quot;, Executive Director; Director</td>
<td></td>
</tr>
<tr>
<td>Kobets Mykola Ivanovych</td>
<td>38044-2535866, 38050-6042580 <a href="mailto:kobets@agpol.kiev.ua">kobets@agpol.kiev.ua</a></td>
<td>Blue Ribbon Analytical and Advisory Center, Senior Expert</td>
<td></td>
</tr>
<tr>
<td>Malkova Kateryna Volodymyrivna</td>
<td>38067-4405937 <a href="mailto:mkoe-ua@ukr.net">mkoe-ua@ukr.net</a></td>
<td>International Charity Organisation &quot;Information Center &quot;Green dossier&quot;, Deputy Director</td>
<td></td>
</tr>
<tr>
<td>Ohlashennyi Yuri</td>
<td>067-2577099</td>
<td>EU Project «Implementation of Ukraine's Commitments under WTO and ENP Frameworks in the Rural Sector», food safety expert</td>
<td></td>
</tr>
<tr>
<td>Solomko Oleksii</td>
<td>38050-3476829, 067-2360838</td>
<td>LLC &quot;Krupianyi Dim&quot;, Head of the Organic Department</td>
<td></td>
</tr>
<tr>
<td>Stovpiuk Mykhailo Mykolaiovych</td>
<td>38067-2606587 <a href="mailto:orgflora@gmail.com">orgflora@gmail.com</a></td>
<td>Association &quot;Chysta Flora&quot; LLC &quot;Halka-Karpaty&quot;</td>
<td></td>
</tr>
<tr>
<td>Trofimenko Viktor Ivanovych</td>
<td>044-219-04-50, 050-410-10-73</td>
<td>All-Ukrainian Social Organisation «Union of Consumers of Ukraine», Executive Director</td>
<td></td>
</tr>
<tr>
<td>Natalia Prokopchuk</td>
<td>±38067 232-6 <a href="mailto:natalie.prokopchuk@fibl.org">natalie.prokopchuk@fibl.org</a></td>
<td>Swiss-Ukrainian Project &quot;Organic Certification and Market Development in Ukraine&quot;</td>
<td></td>
</tr>
<tr>
<td>Tobias Eisenring</td>
<td>CH-5070 Frick, Switzerland Phone +41 62 865 04 20</td>
<td>Development and Cooperation Research Institute of Organic Agriculture FiB</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Contact Information</td>
<td>Role</td>
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</tr>
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<td></td>
</tr>
<tr>
<td>Vasylyev Volodymyr</td>
<td>Kyiv, tel/fax: +38 (044) 223-38-17, e-mail: <a href="mailto:vgt@i.com.ua">vgt@i.com.ua</a>, <a href="http://www.green.tour.com.ua/">http://www.green.tour.com.ua/</a></td>
<td>Union for promotion of rural green tourism development in Ukraine</td>
<td></td>
</tr>
<tr>
<td>Bovt Valerii</td>
<td>Tel. +380673126177</td>
<td>Slow Food International, community coordinator</td>
<td></td>
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<tr>
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<td>Carpathian buffalo milk products. Zakarpattia.</td>
<td></td>
</tr>
<tr>
<td>Malik Yaroslava</td>
<td>Tel. +38 050 3511547</td>
<td>Slow Food International, community coordinator</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Carpathian honey Zakarpattia.</td>
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<tr>
<td>Khoma Vasyl</td>
<td>Tel. (096) 964 76 03</td>
<td>Slow Food International, community coordinator</td>
<td></td>
</tr>
<tr>
<td></td>
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<td>Rhakov Brynza, Zakarpattia.</td>
<td></td>
</tr>
<tr>
<td>Hordetskyi Viacheslav</td>
<td>tel. +8 0652273881 <a href="mailto:Sim_skifia@mail.ru">Sim_skifia@mail.ru</a></td>
<td>Slow Food International, community coordinator</td>
<td></td>
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<tr>
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<td>Red Onion of Crimea. Crimea</td>
<td></td>
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<tr>
<td>Vilchynska Iryna</td>
<td>tel. +8 0509131101 <a href="mailto:irina.troitsa@list.ru">irina.troitsa@list.ru</a></td>
<td>Slow Food International community coordinator</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Crimea Yalta fruits. Crimea</td>
<td></td>
</tr>
<tr>
<td>Serhii Melnychuk</td>
<td>tel. +38044 527-88-54 <a href="mailto:smelnich@nauu.kiev.ua">smelnich@nauu.kiev.ua</a></td>
<td>National Agricultural University</td>
<td></td>
</tr>
<tr>
<td>Henryk Wujec</td>
<td>tel. (22) 498 14 44 <a href="mailto:izba@produktyregionalne.pl">izba@produktyregionalne.pl</a> <a href="http://www.produktyregionalne.pl">www.produktyregionalne.pl</a></td>
<td>Polska Izba Produktu Regionalnego i Lokalnego</td>
<td></td>
</tr>
<tr>
<td>Inna Shatova</td>
<td>tel. +38044 494-06-66 <a href="http://www.sdip.gov.ua/">http://www.sdip.gov.ua/</a></td>
<td>Head of the Department of Rights Protection of the State Department of Intellectual Property</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX 4. Map indicating areas of the study

Cities colored with red are administrative centers of oblasts where the survey was conducted.

APPENDIX 5. Analysis of Answers to Key Questions of Consumer Survey

1. In your opinion, are there any food products/dishes in the area (oblast, district) where you live, which are produced nowhere else, or if such products are produced somewhere else, they substantially differ from similar products in other regions of the country due to their specific quality, packaging, recipe, form, etc.

- 1.1 We do not have such products
- 1.2 I do not know anything about such products
- 1.3 Yes, there are such products, but only a few
- 1.4 Yes, there are many such products
The majority of respondents think that there are only a few such products in Ukraine, or even no products at all. Moreover, the belief that there are a few such products is common for the majority of surveyed Ukrainian regions. Taking into consideration the richness of the national cuisine and cuisines of nations living in Ukraine we may assume unawareness of the majority of population about this issue. Such answers are most common in Kyiv, Donetsk and Vinnitsia Regions. It is less common – in Lviv and Poltava Regions.

Only 1/5 respondents believe that there are plenty of such products in Ukraine. Only insignificant part of respondents answered that they know nothing about such products.

3. Why does the product, which you ranked first, differs from other products of its category?

![Pie chart showing reasons why respondents ranked a product first](image)

Tastes of consumers are very different. When choosing the product, the majority of respondents (over 61%) were guided by own tastes or personal perception of the product as a popular one.

Only about 25% of respondents gave the priority to a product, which was associated with the area it was produced in. Even smaller percent of respondents consider the chosen product to be a historical (cultural) pride of an area.

Possible explanation of such situation:
- The majority of respondents do not understand the meaning of the Geographical Origin of products (these refers to the products they were questioned about by interviewers);
- The majority of respondents do not know anything about the history and culture of the land (area of origin);
- Distribution of the product significantly depends on its promotion, which builds the popularity of the product.

It is interesting that distribution of answers to this question by regions is more or less homogeneous.

4. Would you buy the product, which you ranked first (__________), if it is produced not in your region, but in other region?
Half of respondents demonstrate certain preferences to products from their own area - they are ready to buy a product with geographical reference in their name only in case it is produced in place of its geographical origin. This means that consumers from Poltava do not regard Poltavian dumplings produced in Lvivs Region as Poltavian ones, even in case if recipe is adhered to, and are not ready to buy them. Such consumer preferences open promising opportunities to manufacturers of products with geographical marking both for local sales and sales in other areas of the country.

At the same time, almost 13% of respondents do not pay attention to the place of production of the product. This means that such consumers may need educational campaign to learn about benefits of regional products.

Since every 5th respondent chooses only well-known and reliable brands or does not trust the local products, it is necessary for local producers to win consumer trust. Local products should become more popular.

Besides, it is interesting that the price is important for respondents: they will buy the favorite product of the local manufacturer only if he/she offers a price which is not significantly higher than that for similar products produced in other areas.

Distribution of answers by the region is also rather homogeneous.

5. If the product, which you ranked first _____________(name it again), is popular, then why?
Answers to this question must be of particular interest for producers: in order to win popularity, the product must be of high quality and have original taste. This opinion is shared by almost 60% of respondents. It is also preferred by customers that such a product is manufactured according to the original local recipe (more than 9% of respondents) and is good for health (7%). Packaging and the general appearance of the product are not important for the majority of respondents.

Globalization also influenced the consumers’ opinion: they don’t care about the origin of ingredients the local product is produced of. On the other hand, this also may be explained by the lack of information about original local varieties and breeds, whenever those exist.

The fact that the majority of respondents do not care whether the local product refers to some local traditions may also turn to be alarming. The presence of such traditions may become the significant argument for promotion of both the product and the traditions as well. Filling this gap requires serious ethnographic research, as well information campaigns.

Distribution of answers to this question by regions is also more or less homogeneous.

Only in Kyiv and Odesa oblasts do consumers pay more attention to the packaging of goods: consumers from Kyiv oblast as the capital one and Odesa oblast, through the ports of which a lot of imported products come, have bigger choice of high-quality packaged goods. Donetsk oblast, where the significant share of national capital is concentrated, is concerned about the package almost as much as the above mentioned regions.

Lviv, Kherson, and the Crimea, where the popularity of local products is barely related to local traditions, and local recipes, slightly fall out of the general picture.

6. Have you seen the name of your area (oblast/district/village) on labels of food products/ names of dishes, which are sold in stores/catering facilities?
Only forth part of respondents have noticed the name of their land on the product labels. We may assume that the majority of them were making their purchasing choice based on popularity of brands or the price. At the same time, such distribution of answers confirms that in everyday life local products are squeezed out by famous brands.

Promotion of local products requires efforts of both producers and authorities. Distribution of answers to this question by the regions is more or less homogeneous.

8. Do you want that the information about the product – its peculiarities, origin of raw materials (ingredients), recipe, technology and place of production – to be on the product label?

Although almost one third of consumers do not pay attention to labels (see answers to question 6), the majority still would like to receive the full information about the product. And this positively influences their choice.

At the same time, about 7% do not trust the information given by producers, which means that consumers are not sure about the effectiveness of the state control on product quality and safety.

Another 5% of consumers do not care whether there is full information about the product on the label, since they buy only cheap products.
Distribution of answers to this question by regions is also more or less homogeneous.

However, the least “demanding” consumers live in Zakarpattia and Donetsk oblasts: here customers pay the least attention to peculiarities and origin of raw materials (ingredients), recipe, technology and place of production of goods. The most “demanding” are the customers in Chernivtsi and Poltava oblasts.

Customers who consider the price to be the key factor are most numerous in Lviv and Chernivtsi oblasts. It is the latter one where the greatest number of unemployed people took part in the survey (see answer 23.11).

In Vinnytsia oblast the survey covered the greatest number of students who pay a lot of attention to such markings: here one of the most common answers is “I buy goods only with such marking” and “Yes, this positively influences my choice”.

These answers were also common in Donetsk oblast. However, here the majority of respondents were students and retired people. The revealed pattern in answers of retired people can be explained in the following way: taking into consideration the industrialized character of the region, retired people here have rather high pensions as compared to other regions. Moreover, retired customers, being the most active buyers, often act on behalf of family members with high incomes; and this requires attention to purchasing choices.

9. Do you know that labeling with geographical indication is regulated by the legislation?

Answers to this question are the most important for understanding of the state of affairs with geographical labeling in Ukraine.

Only in 7% of cases are citizens familiar with the international law. Our experience of communication with people from different regions makes us believe that this number is overrated.

For the same reason we may believe that the index of awareness on the Law of Ukraine “On Protection of Rights to Indication of Origin of Goods” is greatly exaggerated.
The overwhelming majority of respondents do not know that the “geographical marking” is regulated by law. Thus, when answering questions, they are guided only by their ideas on the possible meaning of this term.

10% of respondents are not interested in this topic at all. They are close to those who don’t see the point in developing this issue in Ukraine.

People do not know legislation in this field and see no point in studying it, since they do not understand the benefits the products with geographical marking may bring.

10. If you know that geographic indication is regulated by the law, then where did you get this information?

Answers to this question differ a lot by the region. Answer to this question does not fully correlate with answers to the previous question: only 446 persons gave the positive answer stating that the “geographical marking” is regulated by law. This question may be regarded as the reference concerning the previous one. Based on answers to these questions we may assume that people are ashamed of their unawareness and try to cover it with positive answers.

Over 28% of those asked assure that they have watched the respective programs on TV. Express-monitoring of programs on different popular channels of the country showed that there have been only a few programs on these issues, therefore, such number of people could not have watched them.

11. How do you assess the popularity and spreading of the product, which you ranked the first ____________(name this product again)?
Distribution of answers to this question by regions is also more or less homogeneous. The majority of respondents think that the product chosen by them (put on the first place) has as a rule the region-wide popularity. One third of respondents believe that their main product is popular all over Ukraine. The leaders here are Kherson, Odesa, Vinnytsia, and Poltava oblasts. About 16% think that the product chosen by them is also popular abroad. Such answers are most common in Kherson oblast and Crimea. They are least common in Chernivtsi, Donetsk, Kyiv and Poltava oblasts.

12. Could you specify precisely the boundaries of the origin of the product which you ranked on the first place __________________(name the product again)?

What is striking in answers to this question is the following:
- Low awareness of respondents on origin of chosen products from specific rural areas (160 answers out of 901). Such answers are most common in Chernivtsi oblast and least common in Lviv and Kherson oblasts.
- Low percent of respondents (about 15%) who are unaware of the place of origin of the product chosen by them as the most popular one.

In general, the majority of respondents can clearly state only the region of product origin. This confirms that people know a little about the history, culture, and traditions of their native land, which is reflected in their answers to the questions of the survey.
13. How do you think why your friends, colleagues, relatives might like the product, which you ranked the first _________(name it)?

Distribution of answers to this question by regions is also more or less homogeneous.

This question can be regarded as the reference one for the question # 5. It is the same situation, as with answers to question # 5. The quality of the product is considered to be the most important factor. Almost the same number of respondents likes it because it is a traditional product of the area and is produced within its boundaries. Only insignificant part of local products named are related to the well-known trademarks.

Thus, local consumers tend to prefer local products with indication of geographical marking if they are:
- of high quality,
- are the traditional local products,
- are manufactured in this very area.

Such distribution of answers makes us assume that local products are still more likely to be sold on the territory of its origin. Nevertheless, it does not imply that these products do not go to other regions under the condition of high quality or availability of specific qualities.

One more interesting revealed trend is that customers in Zakarpattia and Chernivtsi oblasts least of all tend to buy famous trademarks. It is in those regions where the local traditional products are bought most often, since they are appreciated for their quality.

If the product, which you ranked first ___________(name it), is not popular among consumers in other regions, what are the reasons?
Distribution of answers to this question by regions is also more or less homogeneous. Almost half of respondents think that their local product is not in high demand in other regions. Half of them explain this mainly by the lack of information about the local product. Growth of popularity of the product is prevented by its unavailability due to restricted production.

Low number of respondents (about 7%) thinks that lack of the product in other regions may be explained by its specific taste, which is unfamiliar for the customers from other regions. In this sense Odesa oblast stands apart from the general trend: here such answer is given by 39% of respondents.

Only small percent of respondents (about 9%) explain low demand for local products ion other regions by high prices. In fact, this number correlates with the group of respondents for whom the price of the product is the main factor in purchasing decision. Such answers are most common in Poltava oblast.

Thus, the main barrier (as perceived by customers) to increase demand for local products in other regions is lack of information and unavailability of the product due to restricted production.

15. If the product /dish, which you ranked first _____________(name it), in your opinion is very popular among consumers in other regions, what are the reasons?
The trend is the same as with answers to previous questions - respondents think quality of the product is the main factor of its success on the market, regardless of whether this is the regional market where the product originates from or the other regional markets.

If the producer wants to enter the market of another region with hi/her product, he/she must remember that the price on this product must be reasonable. That is an opinion of one third part of respondents.

And the necessity of investments into promotion takes only the third place among factors of successes rated by respondents.

Medicinal properties of the product are important only to a limited number of customers. This trend is observed in answers to other questions as well. It is quite understandable: even despite the unique properties, the market of such products is limited.

Approximately 9% of customers have emphasized that there are such regional products that have already won popularity in other regions of the country. The majority of such customers live in Kherson and Odesa oblasts.

Distribution of answers to this question by region is also more or less homogeneous.

Some peculiarities are noted in Odesa oblast: here customers believe that producers invest significant amount of money into promotion of local products. And such investments are believed to be the least common in Chernivtsi.

The majority of products with medicinal properties are known to come from Zakarpattia oblast.

16. How often and on what occasions do you buy the product, which you ranked first (name it)?

Distribution of answers to this question by regions is also more or less homogeneous.
Local products are not always for everyday use. Still, in over half the cases customers buy them for everyday use. And this is understandable, since the most common products include mineral water, bread, and sausage made according to the local recipes. The habit to use local products on the everyday basis is least common among customers in Lviv and Chernivtsi oblasts. The highest commitment to local traditions is observed in the Crimea, Kherson, Odesa, and Poltava oblasts. However, there is still a question on whether these products are actually traditional and have historic roots.

Still, almost half of the respondents buy local products just for the sake of variety as exotic ones in order to celebrate special occasions. This trend is especially strong in Lviv and Chernivtsi oblasts.

All this indicates the trend to unification of products and gradual loss of traditions. Thus, in order to promote local products, one may use the slogan like: “It’s not trivial. It’s a legend. Feel the taste of a holiday/ history”. And at the same time one should tell which holiday, which traditions and legends this product is connected with. This approach is used for promotion of Lvivske Pyvo (Lviv beer): original ancient recipe, original water, ancient traditions, and high quality – and all this is reflected in advertisements. Today “Lvivske Pyvo” is a brand produced in different regions, but trusted everywhere.

17. Do you know any historical, cultural traditions related to product which you ranked first, __________? In particular, as regards to its use, production/storage/consumption.

Distribution of answers to this question by regions is also more or less homogeneous. According to the research, most of people do not connect the local product to local traditions and know nothing about them. Regions with the highest percent of respondents who are not aware of traditions related to the product are from Kyiv and Poltava oblasts. This situation negatively impacts popularity of regional products. The original local product which cannot be tasted in other regions, interesting history, legends, and books with original recipes – all these factors can be used as a foundation for developing local culinary and historical tourism.

18 If you know, please, specify availability of traditional/special elements of production technology of the product which you ranked first, ________________________?
More than third part of respondents believes that specific nature of traditional products can be explained by recipes. About 20% think that there are some specific technological processes, which make products unique. About 20% believe that traditional nature is due to origin of raw materials.

19. Is it important for you to buy original products, which is not forged by other producers?

Answers to this question are rather expected: the majority of customers want to buy original products, while about 18% percent of consumers don’t pay attention at this and buy what is cheaper.

20. What can be done to increase the popularity of the products of your area among consumers of other areas?
The majority of respondents are not satisfied with the existing situation with local products: only 75 persons think that nothing should be done, that everything is ok as it is. The absolute majority of consumers believe that the role of the authorities in development of the market of local products shall be proactive. They think that first of all the government must ensure the promotion of local products and provide financial assistance to the producers.

Consumers also believe that the agricultural extension services have to give more information to producers and that these services are not supported by the state. The same belief is revealed concerning the role of authorities in development of green tourism: as respondents think, the government has not yet established clear rules in this field.

Customers understand that growth of production, as well as and expansion into new markets require investments. Due to lack of information, limited access to affordable credits, difficulty of getting state support, and lack of own resources, small producers are not able to compete with international corporations with their mass advertising through all possible information channels.

At the same time customers encourage producers to invest more money in advertising and create associations (clusters). Producers must learn how to cooperate in order to survive. In such a way it is possible to reduce logistics costs, costs of informational and maintenance support, eliminate barriers on the way to credit resources. Cooperation of small producers is a common practice in most countries. In Ukraine such cooperation is still at the initial stage. The faster these processes become, the higher the chances of producers to increase production and expand to new markets.

Distribution of answers to this question by regions is also more or less homogeneous.

The most the financial assistance is expected in the Crimea and Donetsk oblasts.
More than half of respondents are people of working age. Distribution by age is almost equal among categories. Distribution of answers to this question by regions is also more or less homogeneous.

22. Place of residence (specify name)

The majority of respondents are from urban areas. And only one third of them are from rural areas. It correlates with the distribution of population in Ukraine. Nevertheless, there are certain regional differences. For instance, the survey in Chernivtsi did not cover the regional center, and in Lviv – no rural residents were involved. The highest proportion of rural residents, who took part in the survey, is in Chernivtsi and Zakarpattia oblasts.

23. Main activity
The survey covered different social groups. There is a certain “skew” towards students. This may be explained by the fact that they are more sociable. Among those who took part in the survey there are over 4% of unemployed people for whom the price was the main factor in purchasing decisions.
Regional Overview of Consumer Survey

Crimean Consumers

The most common types of products named by respondents in the AR of Crimea, which are associated with the region, include Crimean fruits and vegetables, namely Yalta onion, Crimean rice, grapes, fig, and ebony. Fewer references were made to products of “Bulkin” bakery, macaroni foods, sausages, and dairy products.

The Crimean consumers most often put a specific product on the first place because they liked it (54 answers out of 100) and because it was associated only with this land (48 answers of 100). The majority of respondents (60%) prefer buying goods produced only in their region.

Consumers chose a particular product first of all because of its quality and original taste. It is interesting that when answering the question “How often do you notice the name of your area on labels?”, the distribution of answers was almost equal: 40 – constantly notice, and 39 – have never noticed it before.

82 of 100 of respondents would like the product label to contain information about the peculiarities of the product, the origin of raw materials (ingredients), recipe, technology, and place of production.

Awareness of the Crimean residents about the “geographical marking” is fifty-fifty: half of them have no idea what it is, and half have heard something – mainly from colleagues or friends.

Consumers believe that the product they have put on the first place is popular not only in Ukraine, but also abroad (it is an opinion of 30 respondents), still 23 respondents said that it is popular only on the territory of Crimea.

Traditional Crimean products come from villages and towns. Consumers think that products chosen are of high-quality – that is the main criterion in their purchasing decision-making. Nevertheless the Crimean traditional products are not very popular among consumers from other regions due to lack of information. Products ranked the highest are suitable for everyday use. Unfortunately, there is little information available for consumers about cultural or historical traditions of storage or cooking – varieties or breeds, origin of raw materials and peculiarities of technological process. For Crimean consumers it is important to buy original rather than faked products.

In order to make Crimean products more popular in other regions, first, the state must ensure financial assistance/support. It should help with the promotion of products, and, third, producers must invest more money in advertising of products and developing “green” tourism. Respondents were between 20 and 40 years old.
Vinnytsia Oblast Consumers

What is typical for consumers in Vinnytsia oblast is that among the local products of their region, they were naming not only produced goods, but also different traditional dishes. Nevertheless, they did not rank them first. First places are occupied by famous brands. The most common choices are sweets of “Roshen”, butter “Tulchynka”, bread “Podilskyi”, and water “Rehina”. The generic products of famous brands (like Roshen sweets) should however be excluded from further analysis as they do not have specific origin-linked qualities and their reputation does not have very deep origin-linked roots.

According to opinion of consumers from Vinnytsia oblast, there are only a few products and dishes produced exclusively in their region, which have specific quality, appearance, packaging, shape that distinguish them from similar products from other regions of the country. Products which were ranked first are those that are popular, favorite and associated with Vinnytsia region. It is interesting that customers are ready to buy the chosen product only under the condition it has been produced in their land and belongs to the trusted brand. In customers’ opinion the product they choose possesses original taste and high quality.

Half of respondents constantly notice the name of their area on product labels/in names of dishes sold in shops; and the other half does not pay attention to geographical reference in names. If the product label contains information about its specifics, origin of raw materials (ingredients), recipe, technology and place of production, this will positively influence the customers’ choice. Moreover, the great number of consumers buys only the products with such markings.

Consumers from Vinnytsia oblast know that the “geographical marking” is regulated by the law, 26 of 100 of respondents are familiar with the Law of Ukraine “On Protection of Rights to Indication of Origin of Goods”. They received such information from TV programs, colleagues, and friends.

The product ranked first was popular on the territory of Ukraine (29 of 100), popular only in their region and neighboring region (24 of 100), popular in the region (20 of 100). Such products come from villages, towns, region as a whole. Consumers believe that the product they have chosen is popular among their relatives and friends as it is traditional, of high quality, produced in their region and belongs to a well-known brand. Nevertheless, such product cannot be popular among consumers from other regions since they do not have enough information about it, and it is hard to buy due to restricted production. At the same time, the product they have chosen can be popular in other regions because it is affordable and of high quality.

The customers buy the chosen product for everyday meals and for special occasions. Generally, residents of Vinnytsia oblast do not know historical and cultural traditions connected with the product they have ranked first. There are some traditional elements known by customers in the technology of production of goods: origin of raw materials, recipe, and technological processes. Local consumers prefer buying original rather than faked products.

In order to increase the popularity of products produced in Vinnytsia oblast among the customers in other regions, the state must ensure financial assistance, producers must set up associations/clusters, the government shall assist in promotion of local products, and producers must invest more in advertising.

The respondents were the residents of Vinnytsia region aged mainly under 20 (mostly students) living in villages, towns, regional centre, district centers.

Donetsk Oblast Consumers
Respondents named 40 most popular in their opinion products produced in Donetsk oblast, among which the most common are sweets and bakery. This list contained mainly manufactured goods and several traditional dishes.

The leading positions were held by such food products as oil “Slavolia”, mineral water “Sviati Hory”, mineral water “Zolotyi Kolodiaz”, sausage “Semenivski”, cutlet “Po-Donbaski” (by different producers), salt “Artemsil”, ice-cream “Donetske”, “Shakhtar”, candies “AVK”, “Donetsk Vechirmii”.

There are a limited number of named products actually associated with the geographical origin – there are 14 of them, mainly mineral waters and bread. However, the most popular are such products as cutlet “Po-Donbassky” and oil “Slavolia”.

According to survey results, there are a few products/dishes in this region produced exclusively there, which have specific quality, appearance, packaging, recipe, or shape that distinguish these products from similar ones in other regions.

Consumers from Donetsk oblast were choosing a specific product because they like it (60 answers of 100), it is associated with the given region (49 of 100), and it is popular (51 of 100). 1/4 of respondents always buy products from their own region, 1/4 chooses only well-known, trusted brands, 1/4 of respondents are ready to buy products manufactured in their region under the condition that they are not much more expensive than similar ones, and 1/4 does not pay attention on this at all.

Consumers choose the product, first of all, because of its quality and original taste. It is interesting that when answering the question ‘How often do You notice the name of You region on product labels’, 49 respondents said that rarely notice, and 28 out of 100 said that they do not pay attention to labels at all.

72 out of 100 of respondents would like the label to contain the information about the product’s specifics, origin of raw materials (ingredients), recipe, technology and place of production. This will positively influence the consumers’ choice.

Awareness of Donetsk consumers about the “geographical marking” is insufficient. Only 44 of 100 of respondents have heard something on TV, from newspapers, colleagues and friends, while 23 respondents know nothing.
The majority of consumers believe that the product ranked first is popular only in their place and neighboring districts. Nevertheless, 22 out of 100 respondents think that the product is popular all over Ukraine; and 23 of 100 believe in regional popularity.

Donetsk traditional products come from the region as a whole or district level. Consumers believe that the products they named are of high quality – this is the main criterion for Donetsk consumers in their purchasing decision-making. Consumers choose such products because they are traditional and produced in their region. Nevertheless, Donetsk products are not very popular in other regions because of lack of information and restricted production of these products. The advantages of the products ranked the highest are affordability and quality. The chosen products are suitable for everyday consumption and for special occasions.

Unfortunately, residents of Donetsk oblast know little about cultural or historical traditions of storage or production of these products. It is believed that local products have specific elements in technology of production – that is origin of raw materials, recipe. Local consumers prefer buying original rather than faked products.
In order to make Donetsk products more popular in other regions, firstly, the state must ensure financial assistance. Secondly, the government should help with promotion of products, and thirdly, producers shall invest more in advertising.

The respondents were people aged 20-50 living in regional center and district centers. The main types of activity of respondents are: private entrepreneurs, retirees, engineers, managers, workers, state employees.

**Zakarpattia Oblast Consumers**

The results of the survey showed that Zakarpattia is associated with traditional Carpathian dishes and local mineral waters. The doubtless leader is mineral water with medicinal qualities. Such products have marking on their labels with reference to a certain area (mineral water “Svaliavka”, “Poliana Kupel”, “Shaianska”) or with names of natural places (mineral water “Luzhanska”).

The most famous product is brynza (sheep cheese) manufactured by shepherds in mountainous regions of Zakarpattia (Tiachiv, Rakhiv, Mizhhiria districts). In order to promote such products special regional festivals are organized such as “Seeing-off the shepherds to mountain valley”, “Rakhivska brynza”, “Trembitas callig to Synevyr”, which became annual.

Zakarpattia is a multinational region bordering with 4 countries of the EC (Hungary, Slovakia, Romania, and Poland). This is reflected in cultural and traditional life of areas close to the border. For example, the traditional Hungarian dish “Bohrach” translated as soup cooked over an open fire is very popular the local population. Nevertheless, every restaurant or private mansion has its own recipe of this dish. “Bohrach” is also cooked for big celebrations in 50-100 l cookers. It is mainly cooked in piedmont areas of Zakarpattia (Berehiv, Mukachevo, Uzhhorod districts).

Banosh is a traditional dish the main ingredient of which is corn flour. This dish is popular in mountain districts. In village Kostylivka of Rakhiv district there is an annual festival “Berlybanskyi Banosh”. Another dish “Tokan” has similar taste and is also made of corn flour.

Chovlen is a traditional dish from Zakarpattia. Its key ingredients are pearl barley, haricot beans and meat.

Meat dishes are also popular, the most popular of which is home-made sausage “Piknytsia”, which is cooked of pork or beef and fat.

As to products of private trademarks, the respondents mentioned baby food (LLC “Hipp-Uzhhorod”, snack products (LLC “Goldenfoods”) sold all over Ukraine.

We may conclude that the most popular products among different age groups from different regions are promoted through traditional festivals and known for medicinal properties. Private brands are not associated with Zakarpattia.

**Kyiv Consumers**

There are 28 products among those mentioned by consumers, which are directly connected to the place of production: “Kyivskyi” bread kvas, mineral water “Sofiia Kyivska”, cake “Kyivskyi”, candies “Vechirmii Kyiv”.

Kyiv consumers think that there are some (not numerous) products/dishes in Kyiv oblast that are produced exclusively in this region and characterized by specific quality, appearance, packaging, recipe, shape that distinguish them from similar products produced in other regions. In most cases
respondents ranked the local product high because they liked it (59 answers of 100), it is associated with this region (32 of 100), and it is popular (51 of 100). The majority of respondents prefer buying local products.

Consumers choose specific product first of all because of its quality, original taste and packaging. Customers rarely notice the name of the region on product label - most of them (59 of 100) do not pay attention to this.

63 of 100 of respondents would like the labels to contain information about the product qualities, origin of raw materials (ingredients), recipe, technology and place of production, which would positively influence their choice.

Awareness of Kyiv residents about the “geographical marking” is rather low, most of respondents are not interested in this issue, and only one fourth of them have heard something about it, and 17 of 100 are familiar with the international law. Such information was received from colleagues, on TV and via the Internet.

Consumers believe that the product they put on top is popular mainly in Kyiv oblast and neighboring districts. Such products come from the region and districts.

The majority of respondents think the traditional products come from villages and districts. Consumers think that chosen products possess high quality, moreover, are traditional for Kyiv oblast and represent well-known brands. Nevertheless, Kyiv products are not very popular in other regions because of lack of information and restricted production. At the same time, such products may be popular in other regions due to their quality and affordability. Products put on first places are chosen both for everyday consumption and special occasions.

Unfortunately, Kyiv residents know little about cultural or historical traditions of storage or production of these products. Nevertheless, according to the opinion of Kyiv residents, local products possess specific elements in technology of production – that is origin of raw materials, recipe, and technological processes.

Kyiv consumers prefer buying original rather than faked products.

The respondents were people aged 20-40 living in district centers, capital, villages and towns. The main forms of activity of respondents are: workers ad students.

**Odesa oblast Consumers**

Consumers named 68 most popular products of Odesa oblast. The most often mentioned products include water “Kualnyk”, Danube herrings, mayonnaise by “Soniachna Dolyna” trademark, bread, traditional sausages, traditional bread, candies “Odesa”, products of Baltskyi milk plant. Customers also mentioned fruits and vegetables, juices. Named traditional dishes are few.

Products/dishes with indication of Odeska Region on label: home-made sausages, candies by “AVK” Odesa, mayonnaise “Soniachna Dolyna”, bakery “Odeskyi Karavai”, makarony of Odesa City, Starokozatskyi cheese, sausages by “Ovikol” city Ovidiopol. Odesa products with geographical marking are very diverse: fruits, juices, meat, and bakery products, which covers almost whole range of food products.

Odesa consumers think the named products that are produced exclusively in their native region or are characterized by specific quality, appearance, packaging, recipe, shape that distinguish them from similar products produced in other regions, are not numerous.
The main reasons for ranking some product first were its popularity, personal preferences, and associations with their native region. Consumers buy only well-known, trusted brands and products produced in Odesa oblast. The products chosen by the Odesa consumers are popular due to their specific taste and high quality. 49 of 100 of respondents rarely notice the name of their region on labels/in names of dishes sold in shops and restaurants, on the other hand, 28 respondents of 100 constantly notice them.

If the label contains information about product peculiarities, origin of raw materials, recipe, technology and place of production, this will positively influence the choice of consumers. At the same time, one fourth of consumers already buy products with such data on labels.

The majority of consumers know that the “geographical marking” is regulated by law, and are even familiar with the Law of Ukraine “On Protection of Rights to Indication of Origin of Goods” (21 respondents of 100). They received such information from representatives of agricultural advisory bodies, from TV programs; others do not remember the source. At the same time, 21 respondents know nothing about the “geographical marking”.

Consumers believe that the product they have put on the first place is popular all over Ukraine (30 out of 100), popular in their region (28 of 100). Such products mainly come from districts and region as a whole.

Consumers think that the product they have chosen is preferred by their friends because of its quality, origin from native region, well-known brand. Customers buy the products chosen both for everyday consumption and special occasions.

Product chosen by local customers may not be popular among customers in other regions because of lack of information about it, or its specific taste. At the same time, this product may be popular because of its quality and affordability.

Unfortunately, residents of Odesa oblast know little about cultural or historical traditions of storage or production of these products, but they mention that local products have specific elements in technology of production – that is origin of raw materials, recipe, and technological processes.

Odesa consumers prefer buying original rather than faked products.

The respondents were people aged 20-50 living in regional center and villages. The main types of their activity are private entrepreneurs, engineers, managers, workers, state employees.

**Poltava Oblast Consumers**

Consumers in Poltava Region named 41 products which, in their opinion, are popular and traditional for this region. The most commonly named products included meat, dairy products, hard cheese, several brands of mineral water and bakery products. Almost all named products are manufactured goods, and traditional dishes are not numerous. The most often mentioned products include Pyriatynskyi cheese, bread “Zhyvyi Khlib”, butter “Bilotserkivske”, “Svitanok” (non-alcohol beverages), bread kvas, water “Poltavska Dzherelna”

The following products were mentioned as ones with “geographical marking” in names: Pyriatynskyi cheese, meat products “Hlobyne”, butter “Bilotserkivske”, Poltavskyi borsch, Poltavian dumplings, water “Poltavska Dzherelna”, and water “Myrhorodska”.

70
It is interesting that among products with “geographical marking” consumers named not only well-known brands, but also traditional dishes cooked according to special recipes.

The consumers’ opinion varied - half of them think that the products/dishes in Poltava region produced exclusively there or characterized by specific quality, appearance, packaging, recipe, shape that distinguish them from similar products produced in other regions, are not numerous; while the other half believes that there are a lot of such products.

Consumers from Poltava oblast were choosing this or that product because they like it, it is associated with the given region and it is popular. The majority of respondents buy products manufactured in their region under the condition that they are not much more expensive than similar ones. Also they choose well-known, trusted brands. Consumers choose the product, first of all, based on its quality and original taste.

When answering the question «How often do you notice the name of your region on product labels?”, half of respondents reported they check it constantly, 23 out of 100 do not pay attention to it, and 26 respondents said that they rarely notice such information. Respondents would like the label to contain the information about the product’s specifics, origin of raw materials (ingredients), recipe, technology and place of production. And 29 respondents out of 100 do buy goods only with such information on labels.

Awareness of the Poltava oblast residents about the “geographical marking” is fifty-fifty: half of them have no idea what it is, and half heard something – mainly from TV programs, Internet, and representatives of agricultural extension services.

Consumers believe that the product they have put on the first place is popular mainly on the territory of the region, some think that it is popular all over Ukraine.

Traditional Poltavian products come from districts and region as a whole. Consumers think that chosen products are of high-quality – that is the main criterion for the residents of Poltava oblast in purchasing decision-making. Nevertheless, the Poltavian traditional products are not very popular among consumers from other regions due to lack of information, high prices and limited production. Products the respondents put on the first place are suitable both for everyday consumption and special occasions.

Unfortunately, residents of Poltava oblast know little about cultural or historical traditions of storage or production of these products. Local products have specific elements in technology of production – that is origin of raw materials, recipe, and technological processes.

Poltava consumers prefer to buy original rather than faked products.

The respondents were people aged 20-50 living in Poltava, district centers, towns and villages. The main forms of activity of respondents are: students, scientists, teachers, private entrepreneurs, and farmers.

Chernivtsi oblast Consumers

The choices of residents of Chernivtsi oblast are quite interesting: almost every respondent named the dishes which are traditional for this region. The most often mentioned products are: smashed haricot beans, holubtsi (staffed cabbage rolls), dumplings, cookies/ cake Bukovynskyi gorishok, sausages, birch sap, banosh, mineral water Dolyna, tinned pickles, dish nachynka.
Consumers named only several products with “geographical marking”, namely mineral waters. The most common are dishes that are popular in Chernivtsi oblast. The products with the name of Chernivtsi region on the label are: water “Dolyna”, sausages, cookies, water “Khreschatyk”.

Local consumers think that there are only a few products that are produced exclusively in their native region or are characterized by specific quality, appearance, packaging, recipe, shape that distinguish them from similar products produced in other regions. The reasons for choosing this or that product are its popularity, association with their region, and personal preferences.

Consumers will buy the product they have put on the first place only under the condition it is produced in their native region. They believe that such product is popular since it possesses specific taste, high quality, and is produced according to the original local recipe. The majority of consumers rarely notice the name of the region on labels, small number constantly sees it, and others do not pay attention to it. Consumers are ready to buy products with labels containing information about their specifics, origin of raw materials (ingredients), recipe, technology and place of production.

Customers know that the “geographical marking” is regulated by law (29 respondents of 100) and are even familiar with the Law of Ukraine “On Protection of Rights to Indication of Origin of Goods” (17 of 100). They received such information from TV programs, newspapers and colleagues. At the same time 29 respondents of 100 know nothing about it.

Mentioned products are popular only in Chernivtsi oblast and neighboring districts. Such products come from rural areas and region as a whole. Consumers believe that the product they have put on the first place is liked by their relatives and friends because it is traditional and of high quality. Chosen products are suitable both for everyday consumption and special occasions. But consumers don’t know the cultural traditions of preparing these products. They however mentioned the traditional elements in the technology of their production: first, peculiarities of storage, second, the recipe, and third, technological processes.

Low popularity of traditional products manufactured in Chernivtsi oblast among residents of other regions is believed to be connected with the lack of information about them, and restricted production. At the same time such products are affordable and possess high quality, which may increase their popularity among customers in other regions. Customers prefer buying original rather than faked products.

The respondents were people aged 20-60 living in the regional center. They are mainly students and retirees.

**Kherson oblast Consumers**

Consumers in Kherson oblast most often mentioned different vegetables and fruits grown in their region, as well as mineral waters. Products received the highest ranking included watermelons, tomatoes, products by “Chumak” TM, melons, and mineral water “Kakhovka”.

The majority of respondents in Kherson think that there are only a few products that are produced exclusively in their native region or are characterized by specific quality, appearance, packaging, recipe, shape that distinguish them from similar products produced in other regions. The main reasons for choosing this or that product are its popularity, association with Kherson oblast, and personal preferences.
Consumers will buy the product they have put on the first place only under the condition it is produced in their native region. They believe that such product is popular since it possesses specific taste, and high quality.

The majority of consumers rarely notice the name of the region on labels/in names of dishes sold in shops/restaurants, small number constantly sees it, and others do not pay attention to it.

Consumers would like the labels to contain information about their specifics, origin of raw materials (ingredients), recipe, technology and place of production. This will positively influence their choice.

Such products mainly come from districts and region as a whole. Consumers also believe that such products are so popular among their relatives/ friends because they are traditional, represent well-known brands, and are produced in their native region.

Products manufactured or grown in Kherson oblast are in great demand on markets of other regions because of high quality and affordability. They are suitable both for everyday consumption and special occasions.

Consumers know little about cultural or historical traditions of storage or production of these products, but some of them mentioned the festival in Hola Prystan, festival “Solodke Dyvo” as promoting events. Local products have specific technology of production – including origin of raw materials, recipe, and technological processes.

Local consumers prefer buying original rather than faked products.

The respondents were people aged 20-40 living in the regional center. They are mainly students, state employees, retirees, scientists, teachers, culture workers, and private entrepreneurs.

APPENDIX 6. Analysis of Answers to Key Questions of Producer Survey

1. While talking about local traditional products, consumers most often named __________________________(specify product name), which you produce. Why in your opinion your product is unique, specific?
Producers of *all regions* are aware that in order to sell product successfully, it is necessary to market it with underlying why it is different as compared to similar products. When it comes to food products, they, first of all, can be distinguished by quality and taste. Actually, producers have rated the distinguishing qualities in the following order: quality (highest ranking) and original taste, which can make a product unique, specific.

The most important reason for the production of a specific product for producers is its already existing popularity. For example if a local product has traditional demand among consumers, its production will be organized in the first place. By the way, such products in some cases may lack either association with this specific area only, or perception as a pride of a region.

Another important reason for the production of a specific product can be its medicinal properties. The demand for medicinal products is usually lower than for original and high-quality products for general consumption; that is why an answer “It has medicinal properties” was provided only by 2-3 producers. However, local products with medicinal properties still have good chances for success. Considerable part of producers links success of a product, which they produce, with original local recipes. Practically it is not important for the producers from what raw material to produce a local product: from local ones or imported from other regions.

Only slightly more than 3% of answers link the success of a local product with the original packaging.

Thus, as can be seen from producer and consumer surveys, a main criterion of success of a local product for both groups is its quality, as well as original taste. Medicinal properties of a product and its preparation according to local recipes are also important.

The answer to this question differs significantly by region. It is very important for the producers of Zakarpattia and Crimea that a product is associated only with this area. As to Donetsk and Kherson, it is not a key factor there.

The highest number of products, which are very specific and differ from others, are produced in Crimea, some products come from Zakarpattia and Poltava region. There are very few such products in Donetsk and Kherson.

The original packaging is important only in Zakarpattia.

2 *What is your production volume per year?*
As a rule, local products are made in small batches by small producers. However, production of food which is associated with certain area is often done on a large scale by industrial-scale producers.

There is an interesting trend revealed: large enterprises give the name of some area to their own product. And only with such name this product begins to be associated with a producer. It does not mean that the same exact product has been traditionally produced in this area. For example, “Pyriatynskyi Cheese” is manufactured in considerable amounts in Pyriatyn of the Poltava region. It is sold all over the country. However, it does not mean its historical origin from Pyriatyn.

Such products sold in other regions usually play an important role in the development of a region. They can even become “flagship products” of the region and a boost tourism development.

3. What are the boarders of the territory on which your product is sold?

Producers usually try to manufacture products, which can be sold all over the country. This is also confirmed by the survey: a third part of regional products are sold all over the country. Such products were most often named in the Odesa and Kyiv regions. About 10% of local products are exported. As a rule, these are products, which are manufactured in large volumes by big producers and which have some local names. Such food products were most often named in the Odesa and Zakarpattia regions. At the same time, the majority of products are sold at the local level - region, district, and/or village.

4 What specific local resources do shape your product specific character?
Specifics of products in most cases depend on natural conditions, which influence originality and special properties of a product. Another important factor, which was marked by the producers, is cultural traditions, components or technology of production. It was revealed that role of these factors does not differ significantly.

5. Do you put your region (oblast/district/village) name on labels of your products/ dishes sold in stores/catering?

The legislation requires that producers specify the place of production of their goods. If such products are sold through trade enterprises, then violation of this requirement is impossible. However, when products are sold through other channels, then the situation can be different. In our research only half of producers mark the name of the region on labels. As a rule, such products are sold through a trade network. The lowest number of such producers is in the Kherson region. The highest number is in Odesa region.

There is an unusual pattern revealed that 15 percents the producers do not even think that it is possible or necessary to mark the name of a region on labels. And almost the same percentage of producers thinks that simply do not need to do that (most often such answer was given in Zakarpattia and Kherson regions). Almost one third of producers do not see any sense in marking the name of a region on the labels of their own products. It might be explained by the fact that such marking does not add cost to the product in producers’ opinion.

6 Can you indicate precisely your products’ origin (historic roots of recipes/ breeds/ varieties)?

Most producers know about the place of origin of the product – third part of them can specify a village or a district or an area of origin. Most positive answers came from Zakarpattia and Crimea. The least knowledgeable (on origin) producers are from in Poltava and Donetsk oblasts. Distribution of answers to this question is relatively even by regions.

7 If your product is made of local raw material(s) only, what specific qualities does it acquire?
According to producers, if products are manufactured from local raw material(s), then they must acquire specific taste properties. Almost 46% of respondents share this opinion. According to 11% of respondents, the emphasis on the use of local raw material(s) is justified if it is related to specific medicinal properties. 10% of producers think that the place of origin of raw material does not play any role in production and product qualities.

8 Do you know any historical, cultural traditions related to product which you manufacture? (In particular, in regards to its use, production/storage/consumption)

The majority of producers are not aware about historical or cultural traditions, which are related to their products. This trend is practically the same in all regions. In Donetsk region not a single producer was interested in history of the product it manufactures. The highest awareness on traditions is demonstrated by the producers of Zakarpattia and Crimea. Promotion of traditions among producers and consumers can substantially attract attention to products.

9 How do you assess your product popularity?
Most local food products are popular in the area of origin and production. At the same time, more than 28% of products are considered popular throughout the entire country. And 14% of producers report that their products are popular abroad. Answers to this question correlate with answers to the question No.3.

Distribution of answers by regions is relatively even, except for Zakarpattia region where the producers more often consider their products to be popular outside the region.

10 Why in your opinion consumers give preference to a product, which you produce?

Both the producers and consumers think the same way: they can give preference only to high-quality local foods. It is a main criterion. Producers think that it is also important for consumers to choose a particular product that it is a traditional one for the specific area and which is manufactured exactly here. Only 7% of producers have marked that their product was the known trademark. It confirms once again a conclusion that most products of local origin are not popular, and present as a rule regional brands. Distribution of answers by regions is relatively even.

11 What is the reason that product you manufacture is not in big demand among consumers in other regions?
The main barrier on the way to growth of products’ popularity, according to producers, is the absence of sufficient information about products. The exceptions in this regard are Odesa, Kherson, Poltava regions and Crimea. Local producers do not consider, as compared to producers from other regions, that the consumers do not have enough information about their product. Another substantial barrier is the limited production of such product. However, they do not feel problems in this regard in Kherson region.

The third barrier as perceived by respondents is high competition. The most competitive market is believed to be in Kyiv region. And this situation is understandable as Kyiv and the region is the largest regional market.

Neither price factor nor specific taste, nor medical purpose, nor subjective perceptions of consumers can be considered as important barriers on the way of distribution of products. The main factor is believed to be the information or, more exactly, its absence.

Thus, it is difficult for the producers of local products to compete with the producers of industrial-scale products, as local food products are manufactured in small batches and there is a little information about them. By spreading information about such products, it is possible to influence its demand, volume of production, and, thus, promote increase in competitiveness of local products. A key factor is the informational campaign. Such informational campaign, as a rule, cannot be conducted by a small producer alone due to its high cost. Therefore, the support of governmental authorities or creation of clusters, cooperative stores, associations of producers etc. is necessary.

12 What is the reason that the product you manufacture is in your opinion very popular among consumers from other regions?

As producers think, their products are in high demand, first of all because of their high quality. This is an opinion of almost half of producers. Almost 30% of respondents consider price factor (affordability) as a guarantee of success. Other factors are assessed as having less importance. And only slightly more than 3% of respondents think their own success is linked to successful advertising. The producers from Crimea and Zakarpattia region...
consider that most food products in their regions are with medicinal properties. According to respondents, the consumers of other regions are mostly used to the products from Crimea.

13 What should be done for increasing popularity of products you manufacture among consumers?

![Pie chart showing percentages of different actions for increasing popularity of products.]

The analysis demonstrates that high expectations of producers are related to the role of the state. 40% of them consider that the state must provide financial support and promote advertising of local products. A considerable part of producers believe that it is necessary to count more on own efforts: to invest more in advertising of own products, create clusters, associations of commodity producers. 26% of respondents share this position. The producers of Crimea are mostly relying at their own resources.

Almost 15% of respondents link expansion of popularity of own products with the development of rural green tourism. Most such answers came from Crimea.

Small part of producers would like to get more information from agricultural extension services. Only quite insignificant part of producers is satisfied with the current situation. As a rule, they are the producers of those commodities, which use a geographical name for generic-type products. And only 7% of respondents see an opportunity in registration of products with a geographical indication. Most producers interested in GI registration are from Crimea and Vinnytsia region.

As we see from other answers, such skepticism of producers can be explained by a low competition with the known brands, low awareness and mainly, by lack of state support in development of regional products.

14 Are you ready to further develop production of your traditional local product or other local traditional products?

The majority of producers are ready to expend the production of their traditional local products, other local traditional...
products: they see a business opportunity there. Most optimists are in Crimea. Only 5% of producers do not see an opportunity connected with local products. Most pessimists are in Zakarpattia region. However, every fifth respondent in Zakarpattia is still optimistic about opportunities for expanding production of traditional local products. It is possible to assume that the competition on the market of local products is high. Every fifth producer considers that his enterprise has occupied its niche and has no intention to extend production. Most such answers are from Kyiv and Zakarpattia regions.

15 Please specify availability of traditional/special elements of your production technology?

Answers concerning the importance of origin of raw material, which the respondents put on the third place, does not correlate with the answers to other questions. Furthermore, the importance of breeds, varieties and peculiarities of raw materials, storage conditions are assessed as less important ones.

Small part of respondents put an emphasis on the features of consumption of their foods. In general, distribution of answers to this question by regions is very different. In Kyiv and Chernivtsi regions most people have marked the importance of composition, in Zakarpattia - the origin of raw materials, in Crimea - technological processes, breeds and varieties.

16. Is there any reference to your product in publications, books, legends, fairy tales? Is there any confirmation of such facts?

Thus, the producers mostly lack marketing skills to effectively use information on history of product in their promotion. At the same time, a part of producers sees green tourism as an
instrument of promotion of own products. Gastronomic tourism can be substantially promoted by deep historical roots of product. At the same time, to benefit from such promotion, producers should know and actively distribute information about their product and its history.

17. Who (which categories) are (may become) your product main consumers? Provide ranking: put the most important on the first place.

![Pie chart showing consumer categories]
- 17.1 Foreign tourists: 144 (17%)
- 17.2 Tourists from other regions of Ukraine: 166 (19%)
- 17.3 Local population: 235 (27%)
- 17.4 Other countries: 174 (20%)
- 17.5 Other regions of Ukraine: (17%)

A research demonstrates that the producers of local food would like to reach different categories of consumers. At the same time, local population is a priority audience for them.

18 Is the area of your product origin attractive for tourism?

![Pie chart showing area attractiveness]
- 18.1 Yes, there are many historical and architectural monuments: 189 (46%)
- 18.2 Yes, it has wonderful nature: 33 (8%)
- 18.3 Yes, but not many people know about this area: 21 (5%)
- 18.4 No, area itself is attractive, but infrastructure is underdeveloped (no roads, hotels, water, gas...): 16 (4%)
- 18.5 No, there are no sights which might be attractive for tourists: 148 (36%)

Most respondents consider their regions to be attractive for tourists: there are many historical monuments, architectural features, wonderful nature in their regions. Only 5% of respondents have declared that their regions are not attractive for tourists. Most such answers come from Donetsk region. Only insignificant part of respondents paid attention to lack of information about the region attractiveness for tourists and bad infrastructure. This was revealed in Crimea and Poltava region.
International Charitable Foundation “Heifer Project International”

It is a very important trend, as distribution of regional and traditional products is often directly related to development of green tourism and is the catalyst of development of this industry in regions.

19. Does your product somehow influence development of its place of origin and in what aspects?

Protection of biodiversity is not yet a priority for the producers of local products: only a little more than 6% of respondents have marked such effect from their activity.

For most producers a major value for development of area is creation of workplaces by them. And this is completely clear under the conditions of continuous unemployment in the Ukrainian rural areas. At the same time, it should be noted that almost one third of respondents mark that their production positively influences tourist industry of their region. And only quite insignificant part of respondents (3.5%) has named other features of social impact of their activities.

Part 2 of the Survey: Product on the market

20. Is your product also produced by other producers?

Only 13% of producers declare that they manufacture an exclusive product. 65% do not know about whether such product is manufactured by other producers. The majority considers that there are a lot of such products.

Thus, there are all reasons to create an association of producers of identical traditional products, even at local level. It will help, first of all, promote products at markets under a single brand (or single concept/ name). For example, producers of honey from Carpathian region would be able to
considerably extend their niche at the market for the brand “Carpathian honey”, the basic feature of which is ecological attractiveness of the area of origin (ecologically clean area).

21. **Is your product trade name generic (it is used (may be used) by any producer (for example, «Zhyhulivske» beer is manufactured by many producers) or you are the only owner of this trade name?**

![Pie chart showing distribution of responses to 21.1, 21.2, 21.3 questions]

Only 26.5% of products have the original own name. In most cases the name of the product is generalized, i.e. used by many producers. It allows extending the production of such product by new producers. At the same time, this may lead to loosing authentic nature of traditional products.

22. **Is there a problem of your product copying by other producers?**

![Pie chart showing distribution of responses to 22.1, 22.2, 22.3, 22.4 questions]

Most producers (a third part) are rather afraid of copying product by other producers. However, on this stage there is often not so big quantity of such product at the market - 10% of respondents share this opinion.

It is difficult to answer this question for almost a third part of producers. It is possible to assume that such problem does not exist for them.

Thus, though the problem of copying product for local commodity producers does exist, however it is not critical. It can be due to this fact that only 7% of respondents expressed readiness to register the geographical origin of their commodity.
23. What is price range for your product comparing to other producers?

![Pie chart showing the percentage of producers' responses to the question about price range.]

The majority of local products do not differ by price as compared with conventional types. Only for 8% of producers noted that they cannot compare their products with others, as their products are unique.

25. Is there any union or association of your product producers lobbying your interests?

![Pie chart showing the percentage of producers' responses to the question about the existence of a union or association.]

The absolute majority of producers of local foods in Ukraine are not the members of associations or unions. It is confirmed by a research. At the same time, almost 22% of producers of local products participate in professional associations, which is a positive moment. However the majority of them are branch associations, which defend general branch interests, as the All-Ukrainian union of Agricultural Enterprises, Association of Farmers and Land-owners of Ukraine, Association of Milk Producers of Ukraine, and National Association of Meat Food Producers “Ukrmiaso”.

There are almost no associations in Ukraine uniting specifically producers of regional traditional food products. And it is first of all predefined by a few factors. By the lack of requirement from the legislation on the necessity of registration of regional foods, only through the association of commodity producers, and also by a inertness both from the side of the state in support of such initiatives and from the side of producers which do not see clear prospects in such association.

26. Do you manufacture any other (except the one above mentioned) local traditional products/dishes?
Only the one third of commodity producers manufactures one local origin-linked product. The majority manufacture a few local products. However, most producers do not fully understand what a traditional original-linked food product is. More educational activities are needed.

27. Do you know that «geographical indication labeling» put on product is regulated by legislation?

The producers are more informed than consumers about the geographical marking of products. Almost 27% of them are familiar with the Law of Ukraine “About protection of rights on marking of origin of commodities”. Over 17% of respondents are familiar with international legislation in this field.

However the same number of producers is not familiar with the theme of geographical marking of foods.

This theme is not interesting for 2% of producers and the same quantity see no sense in geographical marking of commodities.

28. If you know that use of a name of place of origin is regulated by legislation, what is the source of your information?
The answers to this question do not quite correlate with the answers to the previous one: the who are familiar with the legislation about the geographical marking (question 27), and the number of producers which answered this question is different. The most important source of information is the Internet.

The second source of information for producers is the personal contact - colleagues, acquaintances, and/or friends. Actually, professional associations are designated for such exchange of information. At the same time, an important source of information for commodity producers, as well as for consumers, is the television. Some producers have received information on specialized seminars. It is also possible to name newspapers as an important source of information for commodity producers.

29. Are you ready to register your product geographical indication and label it in compliance with legislation requirements?

29.1 Yes, I am absolutely ready to invest the money as my profit will be increased
29.2 Yes, but I do not have available resources for it now
29.3 Yes, but I do not know how to do it
29.4 No, as people more often eat standard food
29.5 No, as demand for such product is decreasing
29.6 No, as there are other more perspective areas of activity, where I would make investment in
29.7 It is difficult to answer
29.8 Other
Only 17% of producers are ready to register geographical origin of the product and to mark it in accordance with legislation. They are ready to invest money in it, because they understand that they will be able to earn more. Almost 32% of producers ready to do it, but do not have resources for this purpose. And 10% more would like to do it, but don’t know how. 6% of respondents do not see any sense in registering the geographical origin of the product and marking it in accordance with legislation. Thus, there is a rather considerable part of commodity producers, with which it is possible to work for development of GI certification.

30. Is it difficult for you to comply with registration requirements (laws, regulation, rules, standards – sanitary, veterinary, technological, etc.) when manufacturing, storing and marketing your product?

Most commodity producers note the complicated requirements of the Ukrainian legislation, which concerns production, storage and sale of products. And only 22% do not have problems with compliance of the requirements of Ukrainian legislation.

33. Enterprise/producer type (legal status)

The research covered all known groups of producers. Incomprehensibly large group is presented by the category “Other”. Probably it is a problem with understanding the legal status (registration type). For example, one business was reported as a cafe, though it operates in the form of the limited liability company.

34. Place of your organization’s main activity
A considerable part of producers (over 47%) manufacture local products in villages and small settlements. However the production of local foods is still mostly concentrated in cities - almost 49% of producers work here. At the same time, the majority of district centers of the country are small towns, the way of life in which does not essentially differ from that in rural areas. There are also small towns of regional and district submission. Habitants of such small towns have their roots in villages or have close connections with villages. The majority of local products (by the quantity and names) are manufactured in such areas (rural and ‘near-rural’ ones).

35. How many people are employed in your organization?

The majority of enterprises, which manufacture local products, are small. A considerable part of them are either private rural farms (smallholders), or small manufacturing enterprises. Only a fourth part of enterprises can be referred as the large commodity producers with more than 100 employees.

36. How many new job places are you planning to create if developing this business?
Answers to this question correlate with the answers to a previous question. The majority of commodity producers intend to work as small enterprises. And only 15% of answers showed plans of business-development with creating more than 100 workplaces.

APPENDIX 7. List of Profile Cards

DISHES

Product name: Kolotukha

History of product origin:
The villages of Haiove, Kolosivka, Shpirky of Haivskyi rural council were founded as hamlets in the times of Stolypin’s reform (1905-1910).

Farmers cultivated the land. During the summer hot weather, when they had a lot of work in the field, their children brought them traditional Ukrainian dishes for dinner, among which there was Kolotukha. The cold drink from a cellar and pasties baked in an oven satisfied their hunger and slaked their thirst, gave power and energy for further work.

Motria Vasylivna Harnyk (1915-2007) passed the Kolotukha recipe to her granddaughter Nelia Kazymyrevna Harnyk (born in 1963) who now lives in the village of Haiove, Barskyi district, Vinnytsia region.

Ingredients: cooked home milk baked in the oven - 3 liters (baked milk means milk which have been boiled for 1.5-4 hours) and sour cream skimmed from the home sour milk – 0.5 l.

Recipe:
Simmer milk (3 l) for 1.5-2 hours until its volume decreases to 2 l. Cool off to the room temperature. Add sour cream and mix. Allow to go sour for 1.5 days at room temperature. Then mix and place in refrigerator or cold cellar.
It can be stored for 3-4 days. Served with new potatoes, deruny, pasties and pampushky.

Contacts:
Haiove: “Berehynia-pich” Nelia Harnyk 04341 33-7-38 and “Podilska rodyna” Oksana Bas.

Product name: Malai “Komarovetskyi”
**History of product origin:**
Ukrainian national cherry-pie made of corn flour, the recipe of which has been given to me by my grandmother Lutsenko Olha Danylivna, born in 1924. It’s fast to cook, that’s why it was often taken in the field while harvesting: reaping rye, wheat, mowing fragrant herbs to make hay for cattle.

Each farmer had his own products necessary for making this traditional dish. Corn was grown, then milled into flour and resifted to make it soft and clean. There are a lot of cherries in our country. Each family had a cow, therefore own butter was churned from home milk and poultry gave eggs for Malai.

The name of the village comes from the word “komory” (larders). It was a settlement with lots of larders for storing corn and different products to supply to the Barska fortress.

**Ingredients:** 3-4 eggs, 1 glass sugar, 100 g butter, 1 tsp. soda, 400 g corn flour, 1 glass cherries without pits.

**Recipe:**
Whip eggs with sugar, add soda, melted butter, corn flour. Whip properly, then add cherries without pits. Bake for 30 minutes at temperature 150 degrees.

You can taste Malai in Kachurynets Valentina Ivanivna’s farmstead located at Komarivtsi, Barskyi district, Vinnytsia region. **Contacts** Tel. 04341 33-4-43, 097 590 26 58 Tribukhy, Litynskyi district, “Palamarenkovo” agro-tourist complex, Tanasiichuk Halyna Illichna.

**Potential GI products**

**Product name:** Doneshta fruit jam
History of product origin:

Product origin is connected with Kamianka, Vinnytsia region. Its peculiarity is that it is made of local variety of apples – Doneshta- in a pan on an open fire. Local people say that its history numbers near 30 years.

This variety selection goes in distant times: natural and then man-made hybridization and selection grew old Ukrainian variety of national selection – Doneshta. Summer variety ripens in the middle of August. Fragrant, yellow-green apple. Winter-hardy variety begins to fructify on the sixth year and gives reach harvest. The fruits are large (130-140 g), flatly-round or round, with visible five edges, often asymmetric, pale yellow. Good taste.

The main growing area – Podillia – Vinnytsia region.

Recipe:

For 1 kg apples: 0.6 – 1.0 kg sugar (at desire), / for puree: 0.75 kg sugar/

Select ripe sweet Doneshta apples, wash, remove fruit stalks, cut into four pieces and cook in small amount of water, continuously mixing with wooden spoon, not to let it burn.

When apples become soft, filter them and pass through sieve (colander).

Boil obtained mass (puree) on heavy fire till thickening continuously mixing with wooden spoon (add sugar in 2 stages). Remove scum. When the mass thickens, the fruit paste is ready.

Ready fruit paste is packed up in sterile pots.

Contacts

Movchan Valerii Borysovych 0432 69 01 56
0503767442 – owner of the “Nenchyna kołyska” farmstead.
PRODUCT PROFILE CARD

Product name: Kyiv Cake

Kyiv cake is a special confectionery produced only in Kyiv. The cake has become one of the symbols of Ukrainian capital. This dessert cake made in Kyiv by the the Karl Marks Confectionery Factory since 1950 (now subsidiary of the Roshen corporation).

Description of the product

“Kyiv cake” consists of two crispy yolk-blended scones with a layer of cream. The top of the cake is decorated with different color creams; side surface is strewed with net crumbs. “Kyiv cake” is a mixture of flour, sugar, dry egg yolk, cashews, vanilla powder, cream butter, wine, cognac, and condensed milk, cocoa.

The weight of the cake is 0.5 kg (small cake) and 1 kg (big cake). Shelf time: 48 hours.

History of creation

A birth of «Kyiv cake” was a result of workwoman’s mistake on the Karl Marks Confectionery Factory. Once confectioners, as usual, prepared the egg yolk for a biscuit, but forgot to put in time this mixture in a refrigerator. The next day a 17-yaers old helper of confectioner Nadiia Chornohor with the purpose of concealment of error of her colleagues decided to make a cake from a crispy tortilla which formed from hardened foam of the egg yolk. As a result of such experiment a new recipe of the cake was created. Now this cake is well-known as “Kyiv cake”. Today, the cake is quite different from the original product made in 1956 at the Karl Marks Confectionary Factory. A main change of ingredients became with nuts. The fact is that the cashews became too expensive and were replaced with hazelnuts.

Technology

There were a lot of attempts to create the versions of the "Kyiv cake" in many cities of Soviet Union, but all attempts were vain, in fact original recipe is a secret till now. However, in technology of creation of cake considerable changes which positively influenced on his taste happened nevertheless. For example, from 1968 year for preparation of easily-nut intermediate product began to use the albumens leavened in good time. On such basis scones are more magnificent and more delicious. And a bit later hazelnuts appeared in "Kyiv cake". Unchanging was unless an excessive adiposeness "Kyiv" - on the kilogram of product spend at least 600 gram of cream and 400 gram of white of eggs with a nut prepared in advance.
Today the factory of the name of Karl Marks works on principle of the French bakery: in the daytime only scones are produced, while actually preparing of cakes, which includes spreading of cream and decoration takes place from tenth evening to sixth morning. Dispatching cakes lasts from sixth to ninth hour, and then the "Kyiv cake" is conveyed on the trade points of Kyiv and other regions. A factory produces nearly 12-15 tons of cakes on twenty-four hours. A peak of demand is, certainly, on the threshold of new-year holidays: in these days an enterprise produces 17-18 tons of products. By the way, in Kyiv, except the factory of Karl Marks, the "Kyiv cake" is baked also by 3-4 local bread-baking plants, but a main producer and owner of an original recipe stays only the Karl Marks Confectionery Factory. Another interesting detail: the Karl Marks Confectionery Factory does not put a peanut in cakes, only hazelnuts. The crisp ingredient of the real "Kyiv cake" is a hazelnut exceptionally.

**Type of producer:**
SE «Confectionary corporation ROSHEN»
04176, Ukraine, Kiev, Elektrykiv, 26/9
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konditer@roshen.com.ua

**PRODUCT PROFILE CARD**

**Product name:** BREAD KVAS Poltavskyi

**Type of product (sort, breed, dish etc.)**
Beverages (except strong drinks)

**General product description**

**General description**
Kvas is a non-alcoholic beverage produced from rye and barley malt. External look - transparent liquid, color – brown, taste – sour – sweet, aroma – of rye bread. Sediment and drops of particles typical for the raw material without extraneous matter that are not inherent in the product are admitted.

**Specificity/ uniqueness** absolutely natural with no added flavors, aromatizes, taste intensifiers, pasteurization. It possesses not only high taste quality but invigorates and normalizes metabolism in the body. Its impact on the body is similar to one of the kefir, sour milk, koumiss, and acidophilus milk. Kvas as any product of lactic fermentation, regulates the activity of the gastrointestinal tract, prevents the reproduction of harmful pathogens, raises the tone of the body, improves metabolism and beneficial effects on the cardiovascular system. These healing properties are explained by the presence of lactic acid, vitamins, free amino acids lactose and microelements herein.

The uniqueness of Kvass Poltavskyi is due to the fact that it’s made from the local water and contains no preservatives.

**Place of origin**
Region – Poltava

**Method of production**
For kvas production only natural products are used: sugar, kvass malt, (couchéd grain crops with addition of rye flour and baking yeast). Kvas production includes the following stages:
1. preparation of sugar syrup;
2. preparation of kvas malt;
3. preparation of yeast;
4. fermentation, mixing;
5. cooling;
6. bottling;
7. quality control of the product
Fermentation and mixing is carried out in sealed containers. Fermentation time - 14-16 hours at a constant temperature control regime. Kvas is produced according to DSTU 4069-2002. Ingredients for making kvas are delivered from different regions.

Information on production time and seasonality
Kvas production is of a seasonal character – from May till October.

Components of product
Raw material – malt concentrate produced in Kyiv (Ukrpektyn JSC), yeast – Lviv city, water - spring artesian water produced from the depth of 700 meters, sugar – Poltava sugar factories. Rusks – Poltava bakery factory (on special order with the high contents of rye flour). Local origin of components: water, rusks, sugar.

Linkage between the product and the area (specific local resources and the way they effect the product)
Only soft clean water should be used for kvas production, water from Poltava area is perfect for this beverage. The producer uses the water extracted from artesian wells 700 meters deep, the water is treated by ozonization, microbiologically remaining completely clean, it keeps in balanced proportions of all important minerals.

Characteristics of the area of origin and local conditions, which have shaped product qualities
Water quality used for production of Kvas Poltavskyi is conditioned by natural conditions.

Cultural traditions connected with the product
Traditionally bread kvas was made from grain crops, yeast on soft spring water. As kvas is produced exceptionally of natural products, term of its storing can’t exceed 48 hours. The original taste is kept in kvas only in cool state at the temperature not exceeding 12 degrees Celsius.

Reputation: geographical scope, studies among consumers
Kvas has a good reputation among the customers, who prefer it to all other refreshing beverages.

Publications proving traditional nature of the product (historical references and old- time manuscripts, fairytales, legends, historical studies etc)
The first written mention about kvas refers to the time of introduction the Christianity in the Kievan Rus. "The Tale of Bygone Years" says that in 986 to celebrate the victory over pechenihy tribes and in connection with the opening of St. Transfiguration Church in Kyiv Prince Volodymyr ordered "to cart honey and kvas in barrels around the city", that is to give people food and drinks – honey and bread kvas.

Justification of the linkage between quality and specifics of product and its geographical place of origin.
Taste and quality properties of kvas are conditioned not only by the strict adherence to technological process but also by chemical properties of water, its softness and origin.

Economic development potential
Consumption
Production volume makes 10 tons per day. The area of sales: Poltava, Kremenchuk, Poltava region, Kharkiv region, Dnipropetrovsk region, Sumy region.
Kvas is sold mainly by pouring method due to its naturalness and unfitness to long-term storage and transportation for long distances.

Production
About 8 tons of kvas is sold daily in Poltava region, in other regions - about 2-3 tons. Major part is sold by pouring in the street.

Opportunities of product impact on economic factors of area development
- Creating job places – over 50 job places are additionally created per season (sales assistants, drivers, etc)
- Value added – grain processing, bread baking products, cultivating of sugar beet and consumption
- Biodiversity conservation
- Tourism development. – there exist a direct impact

Problems with usurpation, copying of the product
Currently, only three producers except “Svitanok” JSC are making natural kvas. They are: “Radomyshl” PBK (Trademark “Drevlianskyi”) that is owned by “Ridna Marka” corporation, “BAN” JSC, Zaporizhia (Trademark “Yarylo”) and enterprise from Lviv “The First Private Brewery” (Trademark “Lvivskyi”).
The remaining brands are only sweet drinks with kvas taste.
These companies work separately, but each of them requires joint action in pursuit of common interests, as suffering from unfair competition with those companies that produce kvas substitutes (not fermented, containing preservatives) but indicate in their labels “KVAS”.

3. Legal status
- Information on registered trademarks, if any, related to the product – kvas under “Svitanok” trademark
- Geographical indication on the product label – in its name or description – the sticker with the name “Poltavskyi bread kvas” and “Svitanok” trademark is fixed on the barrels in the regions where it is sold.
- General nature of the name – bread kvas

Opportunities of producers’ collective actions: NA

Type of producer:
- “Svitanok” JSC Address: 52, Karl Lybknekht St., Poltava, 36011, Ukraine
tel/fax: +38 (05322) 2-56-83; +38 (0532) 56-23-95
marketing@svitanok.com.ua

Information on associations (unions etc.) of producers: NA

PRODUCT PROFILE CARD
Name: Yalta red onion

Type of product
Vegetable, fruit and processed products

General product description
General description
Yalta red onion is recognizable by its dark red, purplish color but also by its round flattened shape and its large size, more than 8 cm of diameter.

Specificity/uniqueness
It has a very sweet flavor and a white flesh tinged with red. It does not make you cry and is usually served fresh as a part of salad with cucumbers and tomatoes. Those characteristics highly depend on the location of the production, the soil, the climate and the cultural techniques.

Place of origin
This onion is produced in the Crimean Mountains in Yalta municipality. It was originally produced in the villages of Opolzneve, Holuba Zatoka and Beketove near Simeiz.

Method of production
The seeds are first planted during winter time in seed trays. Then the small shoots are transplanted to the ground during May. In-row distance is between 5 and 10 cm and from 10 to 20 cm between rows. Onions are irrigated twice a day with mountain river water, first early in the morning and then after sunset. To allow the onion to grow, producers also hoe around the onions. All the steps of production are realized manually. After harvesting, bulbs are placed on the ground, covered with their own foliage and left for 8 to 15 days to dry. Then they are tied in bundles of 58 kg and hanged during another 15 days in a shadow place.

Information on production time and seasonality
Production is seasonal from May to August.

Components of product
Linkage between the product and the area (specific local resources and the way they effect the product)
Traditionally, those onions are grown on coastal lands, above 50 meters high, with sand-rich or clay loam that does not restrict the development of onions. Most of producers are small-holders who are still growing onions in their private gardens in the villages around Yalta. Some producers started to grow onions in the pre-mountain area, after the collapse of the Soviet Union, on lands with similar characteristics and with original seeds. However, as the reputation of Yalta red onion was growing, some started the production in larger fields in the northern steppe zone which has heavy clay soils with sodium salts. Because of these soils, the taste of red onions becomes bitter, even if the shape and color are similar. Those bitter onions harm the reputation of Yalta sweet red onions.

Characteristics of the area of origin and local conditions, which have shaped product qualities
Long duration of light day. Local soil peculiarities. Soil analysis results in places where onion is grown: very high content of exchange potassium; labile phosphorus from low to medium level; humus is 1.5-2%, pH - 7.7-8.0 (water-based) and high content of carbonates.

Cultural traditions connected with the product: need to be further researched. They are related to local cuisine.
Reputation: geographical scope, studies among consumers

Publications proving traditional nature of the product (historical references and old-time manuscripts, fairytales, legends, historical studies etc)
The history of this onion starts in mid XIX century, when the Southern coast of Crimea has become a popular resort area. The richest families of the Russian Empire had started buying real estate there and building houses. The Nikitskyi botanical garden was at that moment at the stage of establishment. Some exotic plants were added and brought to Crimea at that time, including sweet onions: Spanish large pale-yellow onion and brown onion from Portugal, as well as Madera (northern-western coast of Africa) round one and Madera flat one – the last one has become a relict base for the famous Yalta onion.

In 30s of XX century the ancestor of the modern Yalta onion was produced on southern coast of Crimea (Opolzneve village) and was called “Crimean sweet onion”. It was tolerant to climate and variety had the substantial disadvantage – short shelf-life and very intense violet colour, which have made it less attractive for domestic and foreign markets. This was a starting point in selective breeding of onion in the Nikitskyi botanical garden, where a new pale-coloured variety of sweet onion was bred. After the World War II this onion was named Kokozskii. The variety was restored by the plant breeder of Crimean Experimental Station M. Perehud. This variety was included into the regionalization list in 1950 under the name Yalta/ Yaltynskyi onion”

Justification of the linkage between quality and specifics of product and its geographical place of origin
Sweet onion does contain more water and less glycosides, therefore the sweet taste is much stronger even though the sugar content is low. This is due to the combination of natural factors, including soil, length of daylight hours, and latitude over the sea level.

Economic development potential

Consumption
This onion was cultivated and consumed by rural people in villages around Yalta for decades. It is part of the summer diet and of typical dishes like Cheburek
Thanks to the development of tourism in Crimea, Yalta red onion is now one of the favorite souvenirs of tourists. You can buy them along the road from Sebastopol to Yalta. There are sold also in markets in those 2 cities. The onions produced in the steppe zone are generally sold in supermarkets for a lower price (15 to 20 hrv / kg instead of 25 hrv /kg for regular Yalta red onions
As most of the tourists are Russian, many of them take some onions back home after the holidays. Consequently, this onion becomes more and more popular in Russia. To satisfy the demand, middlemen are buying some onions in Crimea for 6 hvr / kg to sell them in Moscow

Production
Opportunities of product impact on economic factors of area development
- For producers of Yalta red onion
The production requires hard handwork and because the market is not safe (bitter red onions are sold for a cheaper price), most of small holders want to decrease their production or even to stop it and just cultivate it for themselves. As green tourism is developing in the area, rural stakeholders discovered that it is more profitable and less painful to rent rooms for tourists. If nothing is done, in a few years only those producing in the steppe zone will produce bitter red onions

- For the development of the region.
Yalta red onion contributes to the attractiveness and reputation of Crimea. It grows where other productions are growing with difficulty and is completely adapted to the Crimean ecosystem. It is thus a production that permits the reproduction and preservation of local resources.
The loss of this authentic product could be culturally, environmentally and economically harmful for the Crimean region.

**Problems with usurpation, copying of the product**
There are problems with producers of the onion, which looks very similar to the Yalta variety, but does not actually belong to this variety. There are even cases when other types of onion are sold in supermarkets as a Yalta one. This gives incorrect information for consumers. Accurate informing of consumers is very important, as the price for Yalta onion is much higher (2.85 USD per kilo as compared to 0.7 USD/kilo of conventional/generic onion).

**Legal status**
This variety was included into the regionalization list in 1950 under the name Yalta/Yaltynskyi onion.

**Opportunities of producers’ collective actions**

**Type of producer: small private producer, farmer or smallholder**

**Information on associations (unions etc.) of producers**

**For the development of a geographical indication** A protection of Yalta red onion by a GI would clearly help to preserve the true taste of the onion and would support small holders in getting a fair price for their product. A GI label would be a way for consumers to recognize the Yalta sweet onion and would be a mean of promotion. As producers are not at all organized nor aware of GI functioning, some support would be required.

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**PRODUCT PROFILE CARD**

**Name:** Rakhivska Brynza

**Type of product**
Dairy products (cheese etc.)

**General product description**
Brynza is a sheep/cow milk cheese made in the Carpathian Mountains, principally in Romania, Slovakia, Poland and Ukraine. The word 'brynza' originally comes from the Romanian word 'brinza' which means cheese in Romanian. There are written mention of brynza in Slovakia from the late 15th century but it began to spread to neighbouring regions from the 18th century.

**Specificity/ uniqueness**
Rakhivska Brynza is a soft rennin cheese made exclusively from raw sheep milk. The milk comes from Carpathian Mountain Sheep, a Ukrainian breed coming from the cross between Cigaja and
Zakel breeds. The cheese is approximately produced from May to September. Rakhivska Brynza has a white color with a salty or slightly salty taste. Its texture is creamy – crumbly

**Place of origin**

Area of production in the oblast of Zakarpattia

**Method of production**

Ewes are led in the 'polonyna' (high pasture, above 1500 meters) during spring and summer. They are milked twice a day and the milk is filtered through a filter called 'Chytyna' made of gauze, herbs and spruce branches. Then whey coming from the stomach of a calf which was only fed by milk is added to the milk collected in a wood basin for it to coagulate and to turn into curd. The curd is gathered and separated from the whey. The cheese curd is removed and is put to drip in a large piece of gauze. It undergoes fermentation for 5 days and is then broken into small chunks to be smashed and mixed with butter and salt.

Brynza is stored in a cool place. Its shelf life is quite long. Soon it acquires bitter taste.

**Information on production time and seasonality**

Brynza can be prepared full year long. However most brynza-related festivities are conducted in autumn, when sheep are brought from pastures.

**Components of product**

Sheep cheese, salt, butter.

**Linkage between the product and the area (specific local resources and the way they effect the product)**

This cheese is a typical product of the Hutsul people, an ethnic group of Ukrainian highlanders who have inhabited the Ukrainian Carpathian Mountains since the 15th century. It is traditionally conserved for winter time in glass pots.

**Characteristics of the area of origin and local conditions, which have shaped product qualities**

**Cultural traditions connected with the product:**

- Brynza is traditionally cooked only by men. Women are not allowed to participate.
- Another tradition is eating banosh (banosh is corn-based dish) only with brynza.

**Reputation: geographical scope, studies among consumers**

**Publications proving traditional nature of the product (historical references and old- time manuscripts, fairytales, legends, historical studies etc)**

**Justification of the linkage between quality and specifics of product and its geographical place of origin:** NA

**Economic development potential**

**Consumption**

The Rakhivska Brynza is also consumed in a dish called 'Kulesha', mixed with smashed corn and salo (pork fat). Thanks to the Rakhivska Brynza Festival which takes place every year in September in Rakhiv, this cheese is more and more popular, especially among tourists. It is now packed in plastic boxes in the cheese plant and is thus easily transportable and recognizable for tourists. All the Rakhivska Brynza is sold on open air markets, directly on the producers' place or during the
festival. Producers cannot even answer to the growing demand which allows a correct price for the product (around 40 hrv / kg)

Production

Opportunities of product impact on economic factors of area development
For sheep milk producers and Brynza production as the demand for the product is high, local stakeholders would like to
- Increase the production and the number of sheep
- Install new producers and develop new activities (tannery, visits...) They have the support of the local population and also of regional and local authorities. The growing number of tourists in the region is one more argument in favor of this development. Nevertheless, financial partners are still needed to realise those new projects

- For the development of the region
The increasing reputation of Rakhivska Brynza is beneficial for tourism in the region and participates to promote green tourism. This production also allows the reproduction of local resources, helps to maintain the landscape and thus contributes to the ecologically-clean image of the area
Sheep production offers the possibility to develop numerous products and activities: meat, other milk products such as Vurda, butter and Huslianka (sour milk), leather and wool for handcraft

Problems with usurpation, copying of the product

Legal status

Opportunities of producers’ collective actions
Type of producer: small private producer, farmer or smallholder

Information on associations (unions etc.) of producers

For the development of a geographical indication For the moment the Rakhivska Brynza is only sold in the region and there are no competitors or falsified products. Producers do not feel the need to register their product. They are not in measure to pay for certification and to comply with strict sanitary requirements (lack of equipment). However, such a protection could help to promote the product and to differentiate it from other Brynza cheeses

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- Vasyl Firzak, president of Rakhiv sheep producers association
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Product profile card

Name: Kherson Watermelon
Type of product
  Vegetable, fruit and processed products
General product description

101
Watermelon (Citrus) - *Citrullus lanatus* (Thunb.) Matsum & Nakai, family Cucurbitaceae can be both the fruit and the plant of a vine-like (scrambler and trailer) plant originally from southern Africa, and is one of the most common types of melon. This flowering plant produces a special type of fruit known by botanists as a pepo, a berry which has a thick rind (exocarp) and fleshy center (mesocarp and endocarp); pepos are derived from an inferior ovary, and are characteristic of the Cucurbitaceae. The watermelon fruit, loosely considered a type of melon (although not in the genus *Cucumis*), has a smooth exterior rind (green, yellow and sometimes white) and a juicy, sweet interior flesh (usually pink, but sometimes orange, yellow, red and sometimes green if not ripe).

A watermelon contains about 6% sugar and 92% water by weight. As with many other fruits, it is a source of vitamin C.

Most common varieties in Southern Ukraine: Alliance, Kniazhych, Tavriiskyi, Biloprystanskyi.

**Specificity/ uniqueness**
Kherson watermelons have higher content of sugar and higher quality in general in comparison with watermelons from other regions due to climatic conditions of Kherson region (soil, sun). Kherson watermelons have 10-11% more sugar per kg in comparison with 7% of sugar in watermelons from other regions

**Place of origin**
Grown in Kherson region.

**Method of production**
Seeded at 1-0-12 sm depth, when soil temperature rises to 16 degrees Calcium. In southern Ukraine seeding time is end of April- early May.

**Information on production time and seasonality**
Production is seasonal from July to October

**Components of product**

**Linkage between the product and the area (specific local resources and the way they effect the product)**
Its production in Kherson has started 230 years ago.

**Economic development potential**

**Consumption**
Thanks to popularity of watermelons, local festivals “Sweet Miracle” were recently initiated. Kherson watermelons are known all over Ukraine.

**Production**
Among cucurbits crops covering 97 thousand hectares in Ukraine watermelons share is one third of this land. In 2009 watermelons were grown on 31,614 hectares in Kherson region. Gross production: 267 805 tons
Sold outside Kherson region – 78%

**Opportunities of product impact on economic factors of area development**
GI certification will help solve several problems: expanding production to Europe; developing cooperatives, advocacy of producer rights.
Problems with usurpation, copying of the product

There are problems with selling other watermelons as Kherson ones, even in supermarkets.

Legal status

Kherson watermelon is more popular name, which unites several varieties. The name is not geographically protected.

Opportunities of producers’ collective actions

Type of producer: small private producer, farmer or smallholder

1.1. Information on associations (unions etc.) of producers

For the development of a geographical indication

Recently, there were cases when farmers wanted to unite into coops to protect their interests and sell watermelons collectively, including abroad.

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