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Geographical Indications Network



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DEVELOPMENT
AGRICULTURE AND
RURAL AREAS



Expert meeting on technical cooperation programs related to origin linked products and GIs

**11 June 2010 Château de Penthes Geneva
Switzerland**

Topic 4 - GI and the link to the national / international markets :

- 1- Black of Thibar lamb meat from BEJA (IGP)**
- 2- Pomegranate from Gabes (IGP)**

DAMERGI Chokri (INAT- Tunisia)



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FAO/TCP/TUN 3202 : Support the development and implementation of a control system for origin-based quality products.

Duration : Mars 2008 – Mars 2010

Objectives

- Support the implementation of the legal and institutional framework (Law 99-57)
- Development of quality linked to geographical origin schemes.



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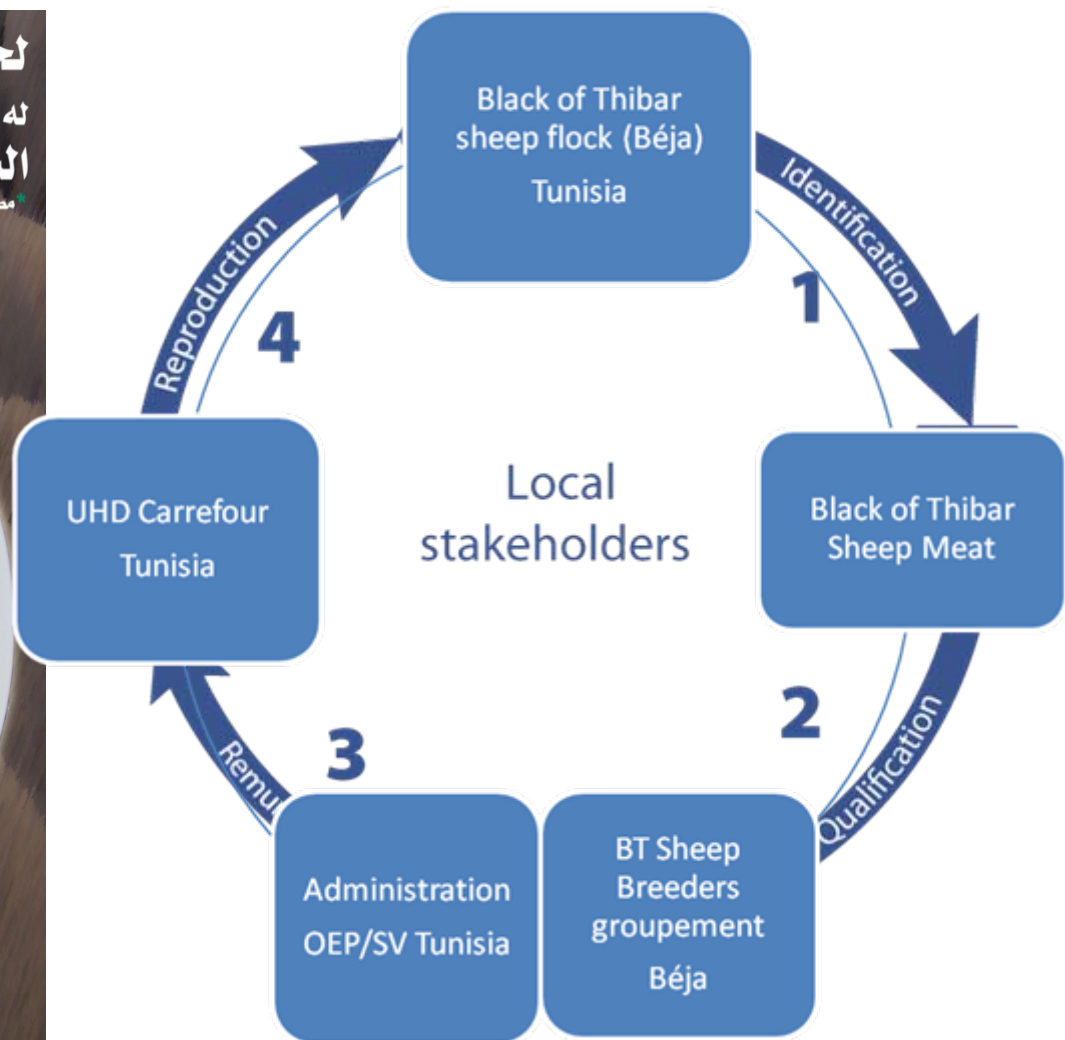
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Main results

- Finalization of the legal and institutional framework,
- Institutional actors training : evaluation procedures
- Concerned public and private actors are sensitized, and the ones involved in the pilot projects are trained
- Support various pilot projects in the implementation of their own GI marketing models for other local process
- **Black of Thibar lamb meat : National market**
- **Pomegranate of Gabes : International market**
- **Apple of Sbiba,**
- **Orange of Cap Bon,**
- **El Jem olive oil ...)**

National market : Lamb meat of Black of Thibar from BEJA (GI)



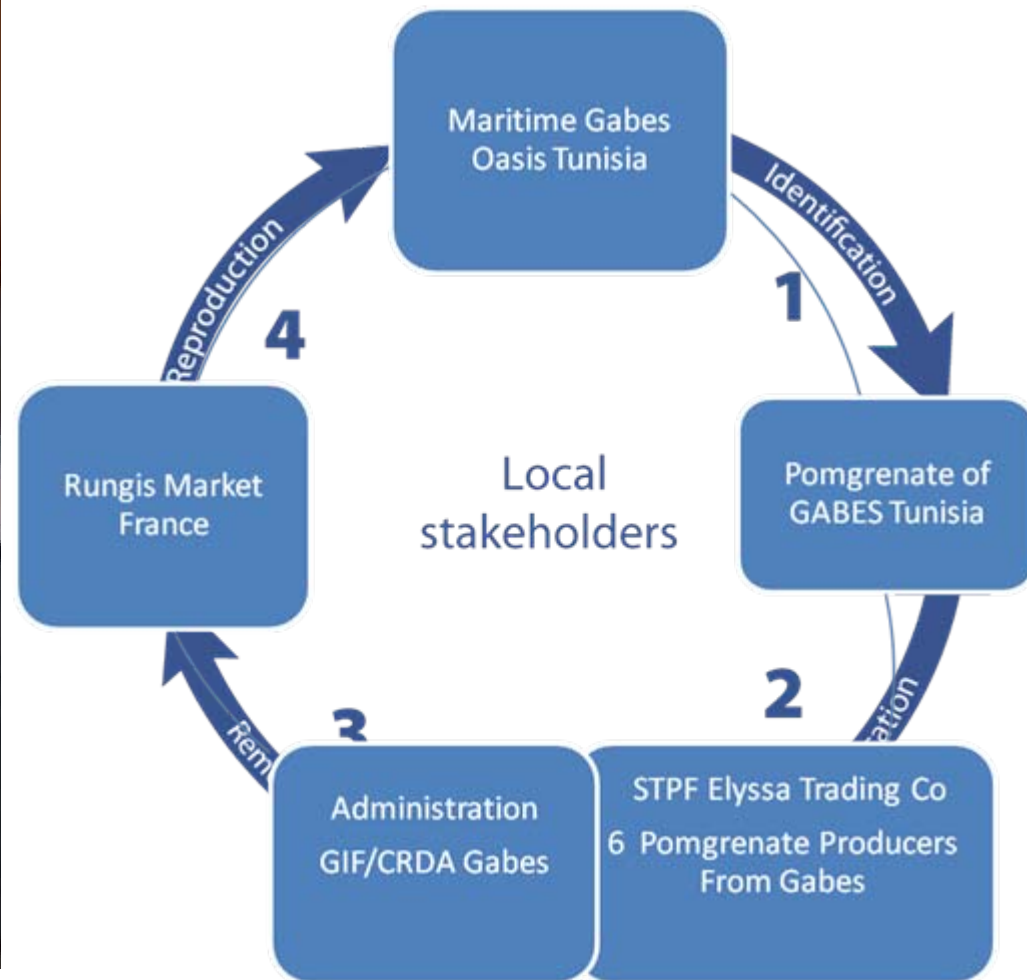
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International market : Pomgrenate from GABES (GI)



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Learned lessons

1. It works if :

- Effective group (leadership, vision)
- Specific marked demand (HQ products)
- Adding value chain (pushed by the producer)

2. Bottle necks : higher costs/Knowledge/administration procedures/

3. Proposed solutions

- Capacity building (logistic, infrastructure) to built effective adding value chain for GI products
- Enhancing food security measures (SPS, HACCP, GHP) for GIs
- Specific partnerships for GI products commercialization