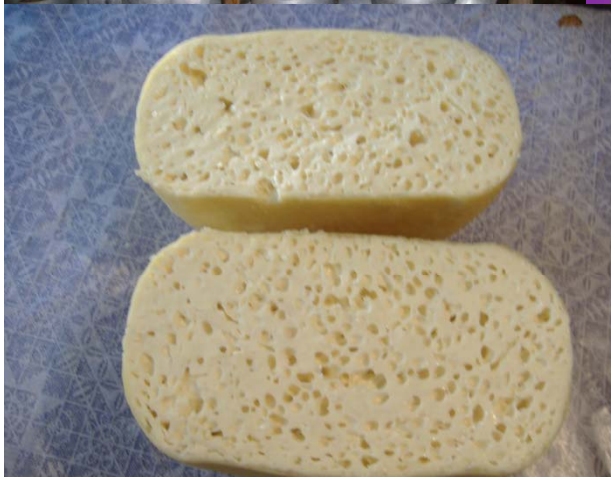


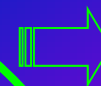
A large flock of sheep is grazing in a mountainous, forested area. The sheep are scattered across a grassy slope, with some clusters and others more isolated. The background is filled with dense green trees and shrubs. The overall scene is a pastoral landscape.

POSSIBILITIES FOR PRODUCERS FOR PROTECTION OF PRODUCTS

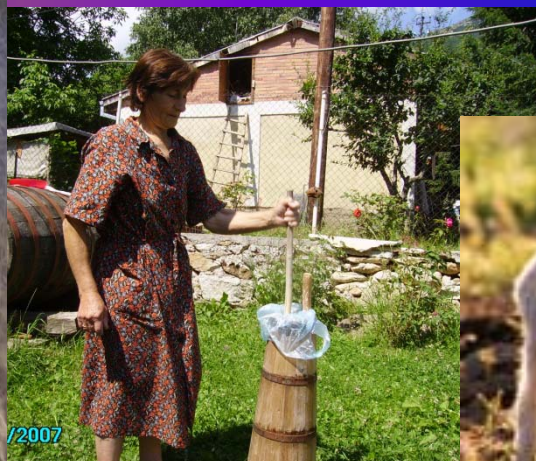
*Prof. Sonja Srbinovska, PhD.
Faculty of Agricultural Sciences and Food*



MALESEVO
BEL ALTAN
OD DIMKOVOTO TRLO
STARO BACILO
ISARSKO



**THE CONSUMER IS
NEVER SURE WHAT
HE BUYS ON THE
MARKET**



WHY SPECIAL REGULATIONS FOR PROTECTION OF AGRICULTURAL PRODUCTS AND FOOD ARE DEFINED IN THE EU?

Considering the huge range of agricultural products and food, and information for such products are different, the basic aim of the EU with these Laws for protection of products is to:

- **Provide quality** of agro and food products with **clear explanation/indication** to consumers for the specific character and the origin of certain products with higher quality,
- To protect names of products from different **misuse or imitation/copying**,
- Provide that every consumer **understands the specific characters of products**

THE EU POLICY

- ❖ Countries, with the new EU legislation, are motivated to develop **their own special quality standards and to support production** of their own specific products, which will enable further development of individual farmers in different member states and **preserving of local and regional production**
- ❖ The EU **supports diversification** of agricultural production, especially of agricultural economies in less favorable areas or in under developed areas.
- ❖ Support to products with specific characteristics is a possibility for **increase of gain** of agricultural economies and **influences against migration** of agricultural population from these regions.

Due to above stated, the EU imposed to all member states:

- **To create all necessary institutional conditions for protection of products**
- **To create control instruments**
- **To enable regular implementation of quality systems within the EU legislation**



Where is the Republic of Macedonia?

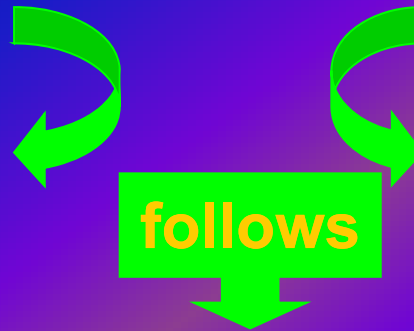
- The country, in principle, is interested for protection of agricultural products
- Law on Agriculture and Rural development is enacted
- Protection of GI with AIS
- Protection of products with TSG according to the Law on Agriculture and Rural development
- By-laws are at initial level

What is to be done:

Conformity with the
appropriate EU legislation

**Protection of agricultural products with two
different Laws in two different Ministries**

GI – AIS, i.e.
PDO and PGI



TSG - LARD
Traditional Speciality
Guaranteed

Set up of different procedures for protection
Different control principles

Follows

Confusion of agricultural producers
Problem if we want to protect in the EU
Confusion of consumers

What is to be done:

Defining the Ministry in charge

- Institutional strengthening of MAFWE – creation of infrastructure for implementation of the food quality system
- Precisely and simply described protection procedures
- Precise control procedures – certification schemes
- Authorization of control bodies
- Promotion of their activity (brochures, leaflets, articles in public newspapers, seminars, trainings, etc.) with the main aim to:
 - ☐ To make producers interested
 - ☐ To inform consumers
 - ☐ To inform employees in local self government

What is the role of producers?

- First of all – the idea needs to be initiated
- To determine group of producers who want to produce the specific product
- Strictly to follow the game rules – defined in the specification
- Control and self-control implementation

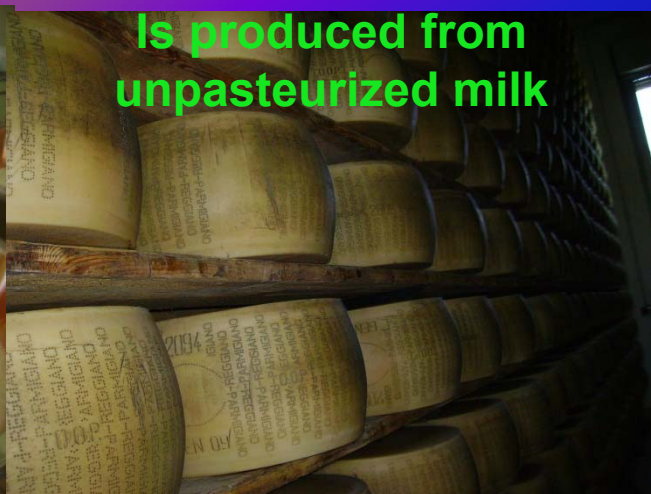


What else can the country undertake?

- ❑ Institutional support to interested producers
- ❑ Financial support in preparation of product specification
- ❑ Financial support to promotion of protected products
- ❑ Support to preparation of studies as a proof for product safety if materials, which are not in conformity with the basic laws on food safety, are used in production



Produced in copper dishes



Is produced from unpasteurized milk



Is steamed in knitted baskets from nut tree

The role of the responsible institution

- ✓ to explain to the producers which are the advantages of protection of products
- ✓ to define precisely the obligations of each producer of protected product
- ✓ education of producers
- ✓ proper cooperation and education of local self-government

Why to protect domestic products?

Production and promotion of agricultural product with specific characteristics might considerably contribute to development of rural economies, especially in less known locations, and consequently increase profit of the farmers

GEOGRAPHIC INDICATIONS – A TOOL FOR DEVELOPMENT

Benefit for producers, consumers and local communities through:

- Increased value of the product
- Easier access to the market
- Preserving the traditional way of production
- Preserving the natural resources



HOW CAN RURAL MUNICIPALITIES BENEFIT FROM GI

If more products with added value remain in the rural area, the whole municipality can benefit through:

- ❖ **Increased economic sustainability**
- ❖ **Possibilities for new employments**
- ❖ **Tourism development etc..**



Geographic indication: A TOOL FOR ACCES TO THE MARKET



- Increased variety and diversity of products;
- Easy recognizable products through their specific characteristics;
- Consumers ask for more authentic quality products with specific origin on the world markets.

Geographic indication: A TOOL FOR PROTECTION OF THE TRADITIONAL WAY OF PRODUCTION AND THE NATURAL RESOURCES

- Positive influence to local communities, especially in protection of biodiversity, natural resources and local experience
- Does not allow standardization of food (authentic and different products with specific, different tastes)
- Development of social connection (cooperation among producers)
- Positive role to local and national identity

What are the news in the EU?

- With the new EU regulation a full right is given to producers from third countries to submit requests for registration of a product with protected indication through direct application of an interested group of producers or through the responsible institution

THEREFORE IT IS NECESSARY

- A responsible body to be established within MAFWE, which will take into consideration and evaluate the submitted documentation
- Publish it on its web site
- Then the group submits a direct application through the web site DOORS
- MAFWE should authorize a control body (EN 45011)



What is the newest issue?

The EU Commission suggests:

- development of new names such as:
 - traditional products,
 - products from mountain farms
- strong support to PDO and PGI for agricultural products and food and their promotion and strengthening
- gradually withdrawal of the indication TSG

Reference: IP/09/842 Date: 28/05/2009

