



Geographical Indication Product Database - Step 1 -

SOURCE :

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KOURA OLIVE OIL

DESCRIPTION :

1. NAME OF PRODUCT : _ KOURA OLIVE OIL

2. COUNTRY AND REGION IN THE COUNTRY: Lebanon – Qaza of Koura

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

It is a processed vegetable product made in Koura (North Lebanon). The product is subject to imitation from different sources. Due to its reputation, the geographical denomination Koura is used on products not produced in the region of Koura.

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :

The Qaza of Koura includes 46 villages (including the village Koura). The climatic conditions of this region are very favourable for the production of olive oil. The altitude (950 m) and the rich soil give the product a green colour and a dense texture.

5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

The producers of Koura use the same methods of production. The picking of olive is manual and accomplished in two phases:

- The picking of the green olives: starting the mid of November (the picking during this period gives an olive oil fruity and a little spicy).
- The picking of black olives: starting Mid December (this gives a soft olive oil).

The methods used and the climatic conditions give good quality and reputation to the product.

6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure...):

The majority of the population of Koura produces olive oil. Olive growers need to ask for processing by mills and press facilities which can be owned by other olive producers or by people who are only processors and/or traders.

Some producers of Koura produce olive oil for their personal need. Others produce it for commercial purposes including direct sale, sale to supermarkets, and sale for export.

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

The product is exported to countries where there is a large Lebanese diaspora. The product is mainly purchased by families originating from the north of Lebanon. The price is higher than the ordinary olive oil in Lebanon. However, the difference in the prices of the 2 products is not high because of the competition of foreign olive oil in the Lebanese market.

8. APPLICANT / HOLDER (IF ANY) : Producers of Koura

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

Koura Olive oil is a product with a large reputation in Lebanon and some foreign countries. This reputation is due to the quality of the product and to the traditional know-how, to the soil and climatic conditions.

Presently, no legal tool is protecting the GI Koura, whereas there is a need of granting such a protection against imitations. Lebanon is now in the process of implementing TRIPS provisions in its national legislation, and there should be a special legal frame devoted to GIs. AGRIDEA is involved in the cooperation project in intellectual property which was launched by Switzerland under the EFTA-Lebanon trade agreement. The Lebanese context, both international (accession to WTO, Arabic culture, etc.) and national (quite developed country with ancient continuous traditions, and numerous diaspora) is of high interest because the SINER-GI project is not provided with many other similar contexts.

CATEGORY :

☐ Origin Product

☒ GI product

☐ Recognized GI