



## Geographical Indication Product Database - Step 1-

**SOURCE :**  
**Author : M. ESTEVE**  
  
**Institution : SEEDEV**  
**Partner: AGRIDEA**  
**Date : 30.08.06**

### **Mediterranean fruits from Valandovo**

#### **DESCRIPTION :**

**1. NAME OF PRODUCT :** Valandovsko Japansko Jabolko, Kalinka and Smokva

(Kakis, pomme grenade and figs from Valandovo)

**2. COUNTRY AND REGION IN THE COUNTRY:** Valandovo, Macedonia

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

The considered fruits are traditional products from the region of Valandovo, in south east Macedonia. They have their history and are considered as domestic products. The first kakis to be planted in the region were brought by the Faculty of Agriculture in 1958. Because of their yellow colour and because the plants were brought back from an official journey in China, people started to call them Japanese apple (Japansko *jabuko*). Pomme grenade is a more ancient product, which, as the fig, was brought in the region with the invasion of the Ottoman empire. Valandovo is the only region in Macedonia to produce such products, specifically kakis.

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

When the first kaki plants were brought back, they started to be planted 8 meters by 8 meters and give the possibility to expand the production in the region. At the end of the 60's the interest for kakis is growing so far as some producers start to grow it professionally. Methods of production were not really fixed and were going from one producer to the other with adaptations and modifications. The variety grown in Valandovo is *diospirous kaki*, with different types such as *chili*, *costata*, *hacia*, *haicume*...

The pomme grenade culture is quite particular in the region because the producers do not know which variety of grenade they are growing. Nevertheless several types are cultivated known under *Beimaria*, *Karamustafa*, *Lifamka* et *Zummaria*. They consider the variety grown as wild because it needs very little care. The trees are planted 6 meters by 6 meters. The grenade tree is very adapted to the geologic situation of Valandovo, with an eroded and sandy soil. Poor in humus, the soil characteristics of the region are very favourable to the grenade production.

Figs are produced in smaller quantities but still significant for the region. Fig trees are planted around grapes fields and are separated in two varieties.

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

The three fruits considered are nowadays deeply imprinting the local traditions. Indeed, each family owns 0,1 ha planted with pommes grenade et every bride is gifted with a similar surface for her wedding. Valandovo is well known for its cool climate and its Mediterranean fruits, especially pommes grenades. Generally speaking, every producer is producing the three products and is using an ancestral and local know how to grow this fruits.

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

Figs are produced in small quantities but still significant for the region with 350 to 400 tonnes per year. Around 500 tonnes of pommes grenades are produced per year with yields around 25 tonnes per hectare and 80 to 100 kilograms per tree. The Valandovo region encompasses 40 hectares of field grown with kakis but a lot more is stated to be grown at the moment. The average size of exploitation per producer is around 0,3 hectares and the total production of the region is around 1,500 tonnes per year.

Some producers have already started a quality differentiation process with organic production. Therefore two parallel supply chain exist at the moment:

The organic supply chain has just started and this year the production will be sold to COOP it only concerns 24 producers.

The conventional supply chain is directed towards Macedonian and Greek resellers. Sales are not organised and producers are in a position of inferiority.

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

Greek and Macedonian markets do not allow reaching premium prices with only 0,15kg per kilogram for each product. Organic producers are getting a better price but are still few.

**7. APPLICANT / HOLDER (IF ANY) :**

**ASSOCIATION OF ORGANIC PRODUCERS AND ASSOCIATION JAPONSKO JABUKO VALANDOVO  
(CONVENTIONNAL)**

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

This case shows that a quality differentiation is possible for local products in Macedonia, even oriented to export markets. It raises also the question of a combination between an organic label and a geographic one.

**CATEGORY :**

☐ Origin Product

☒ GI product

☐ Recognized GI