

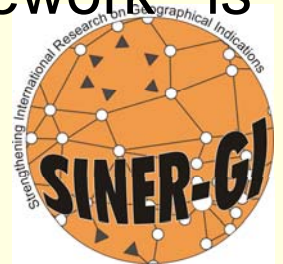


SINER-GI project
Montpellier Plenary meeting
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Case Koura Olive Oil (Lebanon)
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AGRIDEA

Switzerland and Lebanon: Project “IG Liban” 2005-2006

- Result 1: The Lebanese products with a potential strong geographical reputation and export potential, as well as products with traditional denominations, are identified.
- Result 2: Stakeholders are informed about the meaning and implications of GIs.
- Result 3: Two local junior professionals are trained and have the knowledge to work on the implementation of the legislation.
- Result 4: A proposal for a legal framework is submitted to Ministry of economy and trade.



Koura

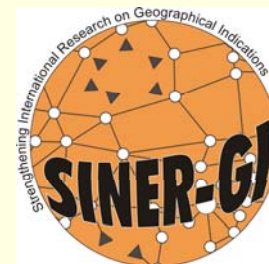


Koura

- 5'500 ha, altitude 400-950 m, 85% de la SAU
- 20 % of production of olive Oil in Lebanon
- Producers: ?
- Mills: 100
- Retailers: 10
- Cooperatives: 3 (450 producers)



Olive oil Mill in Lebanon



Points of discussion within the supply chain

- Organic or synthetic fertilizers
- Date of harvest, traditionally late harvest (increasing of acidity(dacus olea), trouble aspect of the oil)
- Method of harvesting, picking or shaking
- Filters in polyester or in goat fur
- Use of a separator oil/margine



Typology of the actors of the supply chain

- Cooperatives (« political clubs »)
- Municipalities: Amioun, Sérail and Mukhtar
- Land owners
- Land managers
- Owners of oil-presses
- Nator
- Kirches, monasteries



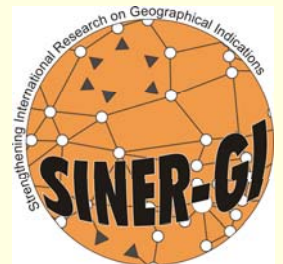
Protection of the name Kura

- Other problems for the producers (intervention at the MOET to make usurpations cease)
- Only 1/3 of the production is sold in the market (labeling)
- Reference to the family names
- No interprofessional organization



Methodological questions

- Reputation can not be evaluated according to the same criteria than in European context (no labelling, mouneh, family names)
- The anthropotechnological approach is necessary to transfer the GI concept
- Producers are looking for short-term economical impacts and we don't know how to measure those impacts



Ways of thinking to launch collective action (1)

- The process of protecting a GI sometimes necessitates to make the producers aware of the GI itself
- Challenge of establishing a collective logic
- Identification of the « natural » leaders of the supply-chains



Ways of thinking to launch collective action (2)

- Training on the stakes related to protection (lack of confidence in the action of State)
- Measuring the notoriety of the name Koura (internal market and diaspora) to make people aware of the value linked to the name
- Identification and communication of the positive effects of a protection

