



Project funded by
EUROPEAN UNION



Common borders. Common solutions.

1st Group: Better cooperation of organizations in BSB

“Sustainable Agricultural Trade Network in Black Sea Basin”- AgriTradeNet eMS BSB 383
Joint Operational Programme Black Sea Basin 2014-2020

Institute of Market Problems and Economic&Ecological Research of NAS Ukraine

Olha Karpenko, Yelizaveta Turenko
Odesa, Ukraine



Project funded by
EUROPEAN UNION



Common borders. Common solutions.

Scientific articles, where IMPEER promoted AgriTradeNet project:

Analytical note "Institutional support for activation of the ecologization process of the Ukrainian national model of the "green" economy"

Export of Ukrainian honey to the world market: opportunities and threats

The development of the infrastructure of the agricultural market and the promotion of agro-industrial production

"Features of food market functioning in Ukraine»

Features of the functioning of agro-industrial production and regulation of trade in production

Transfer of economic and legal research to low and non-waste technologies based on the implementation of a green economy

Activation of the processes of formation of environmental-oriented management in accordance with the challenges of the world development on the basis of a "Green Economy"

Pawlownia is a profitable investment

The many faces of Miscanthus

The impact of geographical indications of agricultural branded products on environmental quality



Project funded by
EUROPEAN UNION



Common borders. Common solutions.

The definition of "geographical identification of agricultural branded products" is a distinctive sign used to indicate the country, region or locality of origin of a good, its quality, reputation or other characteristic related to its geographical origin. GI is a form of intellectual property and is subject to legal protection in order to indicate a specific place of physical origin of the goods. GI is the name of traditional products made using traditional methods in a particular place.





Project funded by
EUROPEAN UNION



Common borders. Common solutions.

GI in its economic functions coincides with the functions of trademarks. First, they reduce information asymmetry between manufacturers and consumers, providing the latter with "product information", thereby reducing transaction costs associated with studying product characteristics. Secondly, GIs and trademarks differentiate products. This means that manufacturers can invest in product quality and build a reputation around the brand, take on new market segments and receive "price premiums" up to the standard value of the product.





Project funded by
EUROPEAN UNION



Common borders. Common solutions.

Three European Union schemes of geographical indications and traditional specialties, known as **protected designation of origin (PDO)**, **protected geographical indication (PGI)**, and **traditional specialties guaranteed (TSG)**, promote and protect names of quality agricultural products and foodstuffs. Products registered under one of the three schemes may be marked with the logo for that scheme to help identify those products





Project funded by
EUROPEAN UNION



Common borders. Common solutions.

Understanding the Protected Food Name scheme

There are three different designations under the PFN scheme:



Protected Designation of Origin (PDO)

Products must be produced and processed and prepared in the geographical area. The quality or characteristics are essentially due to that area.



British examples are: Yorkshire Forced Rhubarb, Single Gloucester, Lakeland Herdwick Lamb and Fal Oysters



Protection of Geographical Indication (PGI)

Products must be produced or processed or prepared in the geographical area. Specific quality, reputation or other characteristics attributable to that area.



British examples are: Melton Mowbray Pork Pie, Herefordshire Cider, Orkney Scottish Island Cheddar and Fenland Celery



Traditional Speciality Guaranteed (TSG)

Name must be specific in itself or express the specific character of the foodstuff. Must be traditional, or established by custom. Distinguishing features of the product must not be due to the geographical area this product is produced in nor entirely based on technical advances in the method of production.



British examples are: Traditional Farm Fresh Turkey, Traditionally Farmed Gloucestershire Old Spots Pork



HA Media Services MCR N130610



The EU organic logo and labelling rules

The logo and the labelling rules are an important part of the organic regulations. With this regulatory framework the European Union provides conditions under which the organic sector can progress in the line with production and market developments, thus improving and reinforcing the EU organic farming standards and import and inspection requirements.



Product of EU's outermost regions

Agriculture in the EU's outermost regions face difficulties due to the remoteness and insularity, including difficult geographical and meteorological conditions. To ensure greater awareness of agricultural products from the EU's outermost regions (the French Overseas Departments -Guadeloupe, French Guiana, Réunion and Martinique- and the Azores, Madeira and the Canary Islands) a dedicated logo has been created



Project funded by
EUROPEAN UNION



Common borders. Common solutions.

In the 1990s, this system was extended to the European Union under the EU Regulation establishing protected geographical indications in addition to existing rules on the protection of designations of wines and spirits (Council Regulation (EC) No 1493/99 on the common organization of the market in wine and the Regulation Council Regulation (EC) No 1576/89 laying down general rules for the definition, description and presentation of alcoholic beverages).





Project funded by
EUROPEAN UNION



Common borders. Common solutions.

International Agreements

The Paris Convention
for the Protection of
Industrial Property
(1883),

The Madrid Agreement
on the Suspension of
False or Misleading
Indications of Origin
(1891),

The Lisbon Agreement
on Names of Origin and
their International
Registration (1958),

The Agreement on
Trade-Related Aspects
of Intellectual Property
Rights (TRIPS
Agreement - 1994)



Project funded by
EUROPEAN UNION



Common borders. Common solutions.

According to the State Register of Ukraine, the names of places of origin and geographical indications of origin of goods and the rights to use registered qualified indications of origin have registered 42 qualified indications to date, including mineral waters, wines and vodka, cheese.

It is worth noting that there are currently 3,068 entries in the State Register of Ukraine, protected by Ukraine under the Association Agreement between Ukraine, on the one hand, and the European Union, the European Atomic Energy Community and their Member States, on the other hand, no gastronomic products of Ukrainian origin have been registered.

We believe that this fact is caused by the difficulties and lack of awareness of manufacturers on the registration of GI in Ukraine!



Project funded by
EUROPEAN UNION



Common borders. Common solutions.

Law No. 2496-VIII “On Basic Principles and Requirements for Organic Production, Treatment and Labeling of Organic Products” entered into force on August 2, 2018:

- A product is considered organic if at least 95% of its weight comes from agricultural components of organic origin - except water and salt. And the other 5% of inorganic components are in the Whitelist;
- Organic labeling is a code number placed under the state organic logo (abbreviated designation of the country of origin of the product; the inscription "organic"; the registration code of the certification body).



Project funded by
EUROPEAN UNION



Common borders. Common solutions.

The transition from traditional production to organic is quite expensive and takes some time. Therefore, the Law provides for a transition period that will allow the farmer to adapt to the new conditions of management. The beginning of the specified period coincides with the date of signing of the certification contract.

The duration of the transition depends on the area of organic production. Crop production: at least 2 years before sowing for annual crops, at least 3 years before harvesting in case of perennial (except forage) and at least 2 years before harvesting for forage crops. Livestock: minimum 1 year for ruminant meat breeds; six months for pigs, small ruminants and dairy cattle. For poultry per meat - 10 weeks, for egg production - 6 weeks. Beekeeping - from 1 year. Aquaculture cultivation: from 6 months to 2 years, depending on the method of processing the finished product.

Certified producers are entered in the Register of Organic Operators.



Project funded by
EUROPEAN UNION



Common borders. Common solutions.



Common borders. Common solutions.

Project:
"Sustainable Agricultural Trade Network
in Black Sea Basin" - AgriTradeNet
eMS Ref No: BSB - 383

Project Partners:
EP199 - Traders Association of Thessaloniki - Greece
PP2 - Bourgas Chamber of Commerce and Industry - Bulgaria
PP3 - Galati Foundation for the Promotion of Small And Medium Sized Private Enterprises - Romania
PP4 - Asociatia Obsteasca "Centrul de Consultanta in Afaceri" - Moldova
PP5 - Demirkoy Municipality - Turkey
PP6 - Institute of Market Problems and Economic Ecological Research of the National Academy of Sciences of Ukraine - Ukraine

Joint Operational Programme Black Sea Basin 2014 - 2020
is co-financed by the European Union through the European Agricultural Fund for Rural Development and by the participating countries:
Austria, Bulgaria, Cyprus, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.



Project funded by
EUROPEAN UNION



Common borders. Common solutions.

Thank you for the attention!

ECOLOG.OK@UKR.NET
TURENKOLIZA.UA@GMAIL.COM

