

Case Study Summary: EDREMIT GULF REGION OLIVE OIL

<p>Brief description of product (specification) and area</p>	<p>Olive oil regarded as both a food and a medicine from Turkey produced by traditional methods. There are different kinds of olive oils produced in Edremit region. Olive oil is internationally recognized as one of the healthiest fats. Due to its high oleic acid content, extra virgin olive oil protects the heart and arteries, slowing down the aging process. It lowers low-density lipoprotein cholesterol levels ("bad" cholesterol) and raises high-density lipoprotein levels (good cholesterol). Olive oil is easy to digest, whether raw and cooked, because of its high composition of fatty acids. Rich in vitamins A, D, and E, it is perfect aid for the body's natural defenses against digestive sickness, aging of bones and arteriosclerosis.</p>
<p>Background/history/motivation</p>	<p>The sun baked olive groves of the Mediterranean are woven into ancient literature and history. Between the 7th & 3rd centuries B.C., philosophers, physicians and historians classified olive oil and referred to its curative properties. Homer and Liny praised its virtues and Hippo crates regarded it as both a food and a medicine. The Hebrews used olive oil in sacred ceremonies and saw the olive as a symbol of peace and prosperity.</p> <p>Protection of EDREMIT olive oil by GI increased the earnings of the producers in the region and also the quality of the products is increased. Producers are motivated to produce more and high quality olive oils.</p>
<p>Status of protection (PDO or PGI), other labels/trademarks</p>	<p>Protection status is Protected Designation of Origin (PDO) The label contains the letters E and K (from the Edremit Körfez words) with the phrase "EDREMIT KÖRFEZ BÖLGESİ ZEYTİNYAĞLARI".</p>
<p>Environment: Overall assessment</p>	<p>The region has Aegean climate. It is not very hot and dry. The humid wind is important for the olive trees. They don't get any harm during the dry period in summer. This is most important climatic situation for the quality of the olives and olive oils in the region. The region has this important climatic conditions.</p>
<p>Environment: Most important effects (positive/negative?)</p>	<p>(-) Prevailing North winds. But the Mountains of Kaz and Madra in the Edremit region are protecting the trees from this harmful prevailing winds.</p> <p>(+) but allowing the humid winds from the Edremit Gulf and North Aegean Sea. The humid wind is mixed with oxygen by the rich plant and covers the olive trees by water vapour. Due to this The other factors affecting the quality of the olives and olive oils in the region are:</p> <p>(+) The Mediterranean soil having appropriate composition of sand and lime,</p> <p>(+) having appropriate level of PH of the soil,</p> <p>(+) having abundant oxygen due to the rich wood and plant at the region,</p> <p>(+) having rich rain due to Marmara region close to the location.</p>
<p>Effects on regional economy: overall assessment</p>	<p>Olives and olive oil is the most important product for the people in the region. Most of the people living in the regions earn their life from olives and olive oil. Protection of the olive oil by GI added new value to the economy in the region.</p>
<p>Economy: key data (e.g. scale of production, jobs, price)</p>	<p>The production values of olive oil in Turkey are 54,000 tons in 1999/2000, 180,000 tons in 2000/2001, 65,000 tons in 2001/2002, 140,000 tons in 2002/2003, 75,000 tons in 2003/2004, 145,000 tons</p>

premium...)	<p>in 2004/2005 and 112,000 tons in 2005/2006.</p> <p>Percentage of TARIS (proprietor of the GI) in total production is as follows. 14.47 % in 1999/2000, 19,06 % in 2000/2001, 18,92 % in 2001/2002, 17.70 in 2002/2003, % 17.80 % in 2003/2004, 7.82 % in 2004/2005 and 14.37 % in 2005/2006.</p> <p>Export of olive oils by TARIS is 727 tons in 1999/2000, 10,904 tons in 2000/2001, 12,929 tons in 2001/2002, 15,432 tons in 2002/2003, 7,858 tons in 2003/2004, 11,227 tons in 2004/2005.</p>
Organisation of producers' group, structure of production and marketing. What role does producers' group play?	<p>The stakeholders which are the producers are the members of the owner of the GI (TARİŞ Olive and Olive Oil Agricultural Selling Cooperative Union). The producers produce the olives and olive oil, and sell them to TARIS. TARIS markets (in the internal and external market) all these products. Marketing in one hand (TARIS) also emphasises the uniqueness of the final products. TARIS has also function of training of the producers in the subjects of collecting the olives, producing the olive oils and storage conditions. The number of the producers in the region is 400,000 and the members of the Union are 26,774.</p>
Role of subsidies – national/EU funding supporting the product or the region (e.g. LEADER)	<p>In 1999 the Ministry of Trade and Industry gave the green light to the Edremit Olive Oil Stock Exchange Project. It was result of great many demands from the producers for the establishment of a stock exchange for olives and olive oils, which are of great importance for the region. In Edremit region there are more than 40 companies, which main purpose is to produce olives and olive oil and to trade with them. The leader of the financial support is Ministry of Trade and Industry and TARIS.</p>
Synergies with other sectors/issues, e.g. regional identity, social structure of the region etc.	<p>Economical benefits in the region increased living standards of the people in the region. The name of region is known better than before. This has also affected the tourism in the region. All these have given synergy to the producers.</p>
Characterisation of the case – Role of GI for the product. What is particularly interesting, what can be learned from the case?	<p>The main aim of the PDO is to increase the value of the product, the economical benefits of the people in the region, popularity of the region. Another aim is to create a guarantee of uniqueness and quality of the products in the internal and highly competitive international market. Additionally it is aimed to prevent dilution of the quality of the product. This case is a very good example in Turkey to explain practically how all these aims achieved.</p> <p>There are many different products in Turkey which can be protected by GI, but most of them are not registered yet.</p> <p>EDREMIT OLIVE OIL case is a guide for those unregistered GIs in Turkey.</p>