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EUROPEAN UNION – JOINT RURAL DEVELOPMENT PROGRAMME (EU-JRDP)

Capitalisation 6: Promotion of Geographical Indications *A Practical Approach for Boosting Local Products and Culture*

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Acronyms and Abbreviations

ADBS	Association of Development of Barki Sheep
AGS	Agristudio Consultancy firm
AICS	Italian Agency for Development Cooperation
APRI	Animal Production Research Institute
ARC	Agricultural research Centre
CCICREES	Climate Change Information Center & Renewable Energy & Expert Systems
CEDARE	Centre for Environment and Development for the Arab Region and Europe
CfP	Call for Proposal
DRC	Desert Research Centre
EGP	Egyptian Pound
ENPARD	European Neighbourhood Programme for Agriculture & Rural Development
ENPI	European Neighbourhood and Partnership Instrument
EU	European Union
EUD	European Union Delegation, Egypt
EU-JRDP	EU-Joint Rural Development Programme
FAO	Food and Agriculture Organisation
GAP	Good Agricultural Practices
GIs	Geographical Indications
GIMC	Geographic Indication of Matrouh Committee
IGA	Income Generating Activities
IPP	Integrated Production and Protection practices
M	Million
M&E	Monitoring and Evaluation
MADAD	Matrouh Association for Desert Agriculture Development
MALR	Ministry of Agriculture and Land Reclamation
MFAIC	Italian Ministry of Foreign Affairs and International Cooperation
MoIC	Ministry of International Cooperation
MoLD	Ministry of Local Development
MSIT	Ministry of Supply and Internal Trade
MTR	Mid-Term Review
MWRI	Ministry of Water Resources and Irrigation
NEMO	Rural Coastal Communities Development in Egypt
NGO	Non-Government Organisation
NWCZ	North West Coastal Zone
NWG	National Working Group
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
PMU	Programme Management Unit

SAMSIMIFA	Sustainable Agricultural Mechanization System Improvement in Minya and Fayoum Governorates
SEDNWCE	Social Economic Development of North West Coast of Egypt
TSS	Total Soluble Solids
WIPO	World Intellectual Property Organization
WTO	World Trade Organisation

<i>Feddan</i>	<i>0.42 Ha</i>
<i>Wadi</i>	<i>Hydrographic basin formed by the seasonal rainwater floods</i>
<i>Tonnes</i>	<i>Metric tons</i>
<i>t</i>	<i>Tonnes</i>
<i>Fed</i>	<i>Feddan</i>

Executive summary

The European Union – Joint Rural Development Programme (EU-JRDP) is an “area-based” initiative taking place in three governorates, namely Matrouh, Minya and Fayoum and implemented by the Italian Ministry of Foreign Affairs and Cooperation and Development, through the Italian Embassy in Egypt with the technical assistance of the Italian Agency for Cooperation (AICS). The said action is funded by the European Union (€ 21.9 M) under the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) and co-funded in parallel by the AICS (€ 11.0 M) through: i) the “Sustainable Agricultural Mechanization System Improvement in Minya and Fayoum Governorates” (SAMSIMIFA) and ii) the “Social Economic Development of North West Coast of Egypt (SEDNWCE) in Matrouh. The main Egyptian Authorities are the MALR (Lead Ministry), the MWRI and MoLD. The Ministry of International Cooperation is the National Coordinator.

EU-JRDP introduced, for the first time in Egypt, the concepts of Geographical Indications (GIs). GIs include i) PDO: Protected Designation of Origin and ii) PGI: Protected Geographical Indication. The concept of GIs is new in Egypt, despite that there are several countries in the region and globally that have been adopting it since many years.

All interventions carried out by EU-JRDP on GIs, were implemented at national level and in the North West Coastal Zone of Matrouh governorate in the rain-fed area from Fuka in the East to El Salloum in the West. Four districts were targeted, namely Ras El Hekma, Marsa Matrouh, Negila and Sidi Barrani. Matrouh has strong potential of providing several products eligible for GIs. Many products in Matrouh in fact have specific traits and characteristics facilitating considerably the identification of products that qualify for GIs. In Egypt, still there is not a specific law protecting the registration of GIs.

By registering a product under GI, the producers acquire a right over the sign that constitutes the indication. The producer, therefore, especially smallholders, can exercise more control over the marketing of their products, combat counterfeiting, and secure a higher share of the value added.

In November 2015, the first workshop on “Good Agricultural Practices on GIs” was organised by EU-JRDP in Marsa Matrouh. One national and one local committees on GIs were formed. Members of the committees were trained. Eight Egyptian representatives from different Egyptian institutions participated to a study tour in Morocco. A 2-day restitution workshop was organized in Cairo to share the lessons learnt from the Moroccan trip. A national workshop was organised in Fayoum. Potential products that qualify for GIs were identified in Matrouh and Fayoum. Three products (olive, grape, and fig) were registered under GIs for the first time in Egypt.

EU-JRDP established a forum on GIs (<http://www.gis-egypt.org/>). The forum (in Arabic and in English) is hosted by MALR and is managed by the GI’s focal point. The forum is facilitating farmers, officials, private partners, and international consultants’ discussion about GIs in Egypt. Most of the documents produced by EU-JRDP on GIs can be downloaded from the forum.

In the Governorate of Matrouh, EU-JRDP, among others: i) trained and created awareness among local operators about GIs concepts; ii) assisted local authorities to form the Geographical Indication Matrouh Committee (GIMC), iii) reinforced one community-based association (MADAD) that is providing services to 165 members and is aiming at boosting local products by promoting GIs concepts. Three preliminary vocational maps for three crops in Matrouh (fig, grape and olive) were also prepared as a tool for operators to identify the most suitable areas for each selected crop.

To capitalise “*The promotion of GIs – a practical approach for boosting local products and culture*”, the following two axes of interventions were identified from all concerned actions financed by EU-JRDP:

- Axis 1: strengthening GIs systems at national level.
- Axis 2: preserving traditional knowledge and practices in the dry-land areas (case of Matrouh).

The results of the study/conclusions are listed here below:

First axis: strengthening GIs systems at national level.

A preliminary GI system for the registration of the first GIs in Egypt was set-up in connection with the ministry of agriculture, ministry of trade and local operators. This system can be used to identify and/or protect additional GIs. A list of local or traditional product is available for Matrouh and Fayoum. This specific GI protection system provides specific protection for the producers and reassures consumers about origin of products.

Second axis: preserving traditional knowledge and practices in the dry-land areas (case of Matrouh).

Almost 80% of the targeted farmers are participating to the GIs initiative for figs, grapes and olives (oil). All farmers are practicing organic agriculture and integrated pest control methods. The participating farmers are using the GI logos and selling their products directly to consumers including in Cairo. The consumers are aware of the GI origin of the products. Said products are of better quality mainly because of the dry weather conditions and the nature of the soils in Matrouh.

The development of GIs in the NWCZ of Matrouh Governorate are nowadays contributing to: i) maintain jobs in rural areas, ii) boost local economy, iii) support tourism, iv) protect diversity and heritage. The promotion of GIs in the NWCZ of Matrouh Governorate proved to have a direct impact on i) improving market access, ii) are adding value to existing products, iii) are bringing an exclusive territorial benefit to all actors, iv) are preserving traditional knowledge and production methods and, v) creating job opportunities. These performances are expecting to have a huge impact on local economy considering the importance of the selected crops on the territory.

The main recommendations per each axis of intervention are listed here below:

First axis: strengthening GIs systems at national level.

- To promote GI system to stimulate the reinforcement of rural communities and community-based associations.
- To declare the selected products “public goods” and register those products under GIs or collective trademark.
- To scale out at national level the existing GI system developed by EU-JRDP in Matrouh.
- To select additional traditional products for registrations of additional GIs. To focus first to those Governorates that have products under rain-fed conditions (including oasis).
- To support the participation in national and international exhibitions to improve marketing.

- To develop code of practices for selected agricultural products.
- To protect original lines/ varieties of typical Egyptian GIs crops in cooperation with MALR.
- To reinforce organizational and institutional structures among producers to better establish a common plan to protect and market GIs.
- To establish association of producers for GIs registration and to reinforce their capacity in GIs protection and registration.
- To prepare marketing strategies for potential GIs products selected by EU-JRDP in Fayoum.
- To carry out extensive training to develop capacity and create awareness about GIs concepts at national level.
- To raise public awareness among consumers on the importance of GIs through different media channels.
- To identify the most appropriate modes of protection for GIs in Egypt (e.g., to protect GIs through a *sui generis* system, as an individual or a collective trademark).
- To identify and select the most suitable verification process (system of control) for Egypt.
- To build a network of technical partners, policy dialogue partners and other partners from institutions producing the data needed for the analysis from the start.
- To develop a strong legal protection and domestic GI system.
- To provide sustainable support to the already established GIs forum (<http://www.gis-egypt.org>). To promote the existing forum into a better structured “GI platform”.
- To draft ad-hoc laws for GIs effective protection at national level.
- To start registration of Egyptian GIs abroad.

Second axis: preserving traditional knowledge and practices in the dry-land areas (case of Matrouh).

- To assist local organizational and institutional structures among producers during the preparation of long-term marketing plans tailored-made to GIs products for consistent market positioning.
- To assist MADAD for i) identifying and fairly demarcating a GI and, ii) organizing GIs practices and standards.
- To extend the registration process to additional crops (e.g., summer watermelon, dates, mint).
- To scale up the mandate of the already established MADAD associations that is called to register additional agricultural products under GIs.
- To promote GIs from the livestock sectors.
- To scale up the mandate of ADBS that is called to register livestock products under GIs.
- To scale up the empowerment of Bedouin women through ad-hoc value chains development for selected GIs products.

Background information

The European Union – Joint Rural Development Programme (EU-JRDP) is an “area-based” initiative taking place in three governorates, namely Matrouh, Minya and Fayoum and implemented by the Italian Ministry of Foreign Affairs and Cooperation and Development, through the Italian Embassy in Egypt with the technical assistance of the Italian Agency for Cooperation (AICS). The said action is funded by the European Union (€ 21.9 M) under the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) and co-funded in parallel by the AICS (€ 11.0 M) through: i) the “Sustainable Agricultural Mechanization System Improvement in Minya and Fayoum Governorates” (SAMSIMIFA) and ii) the “Social Economic Development of North West Coast of Egypt (SEDNWCE) in Matrouh. The main Egyptian Authorities are the MALR (Lead Ministry), the MWRI and MoLD. The Ministry of International Cooperation is the National Coordinator.

EU-JRDP introduced, for the first time in Egypt, the concepts of Geographical Indications (GIs). EU-JRDP recruited international consultants and a service provider and financed the action “*Good Agricultural Practices in GIs*” implemented by CEDARE (total EU contribution € 0.3 M) to support GIs initiatives. All interventions carried out by EU-JRDP on GIs, were implemented at national level and in the North West Coastal Zone of Matrouh governorate in the rain-fed area from Fuka in the East to El Salloum in the West. Four districts were targeted, namely Ras El Hekma, Marsa Matrouh, Negila and Sidi Barrani.

GIs include i) PDO: Protected Designation of Origin and ii) PGI: Protected Geographical Indication. Both PDOs and PGIs refer to products i) produced in a specific geographical area, ii) with clear quality specificity and iii) own a clear link quality - geographical area. PDOs require all production steps be made in the assigned geographical area while in the PGIs at least one production step shall be from the geographical area.

The concept of GIs is new in Egypt, despite that there are several countries in the region and globally that have been adopting it since many years. Matrouh has strong potential of providing several products eligible for GIs. Many products in Matrouh in fact have specific traits and characteristics facilitating considerably the identification of products that qualify for GIs.

In Egypt, still there is not a specific law protecting the registration of GIs. The protection can be achieved only through certification trademarks (Law 82/2002)¹. This law deals with Intellectual Property (IP) rights² and the associations shall be first registered at the Ministry of Commerce before applying for a certification trademark.

By registering a product under GI, the producers “*acquire a right over the sign that constitutes the indication*”³. Concerning the products that qualify for registration, there is no uniform approach. The EC regulation 510/2006 indicates that “*protected products under sui generis system*

¹ Law 82/2002 reflects the major provisions of the Trade Related Aspects of Intellectual Property Right (TRIPs) and it is the main Intellectual Property (IP) law in Egypt.

² Egypt has established several institutions to deal with IP rights protection within different ministries. The Egyptian “National Coordination Committee on Intellectual Property” (NCIP) was established in 2007. The Ministry of Foreign Affairs coordinates the work of the NCIP on the policy formulation level and undertakes the responsibility of the General and Technical Secretariat of the Committee. The Ministry of Trade and Industry hosts the Intellectual Property Rights Group. The Ministry of Communication and Information Technology (MCIT) supports the development of the software industry. The Egyptian Patent Office (EGPO), established in 1951, is provided with an automation of the patent system for filing till granting Patent. The Permanent Office for the protection of Copyright is established within the Ministry of Culture. The Egypt's Trademark and Industrial Designs Office is affiliated to the Internal Trade Development Agency within the Ministry of Supply and Internal Trade and the Customs Authority is established within the Ministry of Finance.

³ WIPO: Geographical Indications - https://www.wipo.int/geo_indications/en/

are selected agricultural products and foodstuffs”⁴ while for the WTO the use of GIs is extended to industrial products and handicrafts as well as services⁵.

The registration of a product under GI enables “the right-holder producers, especially smallholders, to exercise more control over the marketing of their products, combat counterfeiting, and secure a higher share of the value added”⁶. However, a protected GI does not enable the holder to prevent someone from making a product using the same techniques as those set out in the standards for that GI.

In Europe, the regulation protecting PDOs and PGIs is the “EU Regulation 1151/2012.

As mentioned before, during the period 2015-2020, EU-JRDP introduced the concepts of GIs in Egypt. EU-JRDP operated at national level by introducing “GIs systems” and at Governorate level (Matrouh) by promoting GAPs on GIs among local producers.

In November 2015, the first workshop on “Good Agricultural Practices on GIs” was organised in Marsa Matrouh. One national and one local committees on GIs were formed. Members of the committees were trained. Eight Egyptian representatives from different Egyptian institutions participated to a study tour in Morocco. A 2-day restitution workshop was organized in Cairo to share the lessons learnt from the Moroccan trip. A national workshop was organised in Fayoum. Potential products that qualify for GIs were identified in Matrouh and Fayoum.

In Matrouh, one producers’ association was reinforced and equipped. Awareness on GIs was raised among producers and governmental institutions. Three products (olive, grape, and fig) were registered under GIs for the first time in Egypt.

Scope and objectives of the study

The main purpose of the study is to capitalise the interventions on GIs financed by EU-JRDP at national level and in the Governorate of Matrouh.

The Operational Capitalization Study is aiming at:

- Selecting best practices that proved to improve sustainability.
- Providing solutions for implementing similar projects in the future.
- Capitalizing experiences and knowledge for the implementation of similar projects in the future.
- Addressing a list of lessons learned (positives and negatives).
- Recommending actions to be undertaken in the future which will serve to improve the sustainability.

This Operational Capitalisation represents therefore a formalised way to document, analyse and archive, best practices, lessons learned and recommendations and to make use of them when drafting similar projects.

The final goal of this Operational Capitalisation study is therefore to improve future project sustainability at policy, regulatory, legislative, and environmental levels.

This Operational Capitalisation study shall be provided to competent governmental entities as well as to interested development partners.

⁴ Organisation for an International Geographical Indications Network (OriGIN): Legal Systems to Protect GIs, <https://www.origin-gi.com/your-gi-kit/legal-info/item/4744-legal-systems-to-protect-geographical-indications-en-gb-4.html>

⁵ O’Connor B 2005, ‘Sui generis protection of Geographical Indications’, Drake Journal of Agricultural Law, vol.9, pp. 359-388.

⁶ EU GI Guides: Part 9 Worksheet 1. Introduction to origin marketing and GIs

Axes of intervention

To capitalise “*The promotion of GIs – a practical approach for boosting local products and culture*”, the following two axes of interventions were identified from all concerned actions financed by EU-JRDP and implemented by EU-JRDP’s grantees (CEDARE):

- Axis 1: strengthening GIs systems at national level. This axis relates with interventions carried out at national level strengthening the legislative, registration and protection process of GIs products.
- Axis 2: preserving traditional knowledge and practices in the dry-land areas (case of Matrouh). This axis relates with interventions carried out at Governorate level improving the value addition of products that i) are produced in a specific geographical area, ii) have a clear quality specificity and iii) own a clear link between the quality and the geographical area.

First axis: strengthening GIs systems at national level

Definitions

- Geographical Indications System: A GIs system consists of steps to be followed for registering and protecting GIs products. These steps are: i) Identify potential GIs; ii) Draft verification process at administrative level; iii) List administrative requirements, iv) Set up control measures, v) Enforce administrative rules for protection, vi) Provide ad-hoc laws, vii) Draft rules avoiding that protected names become generic in the territory.
- Geographical Indications (GIs) “*determine the origin of a commodity in an area primarily due to its geographical origin and enjoy a good reputation and quality gained from the prevailing climatic conditions in that region*” (ITDA⁷). GIs include i) PDO: Protected Designation of Origin and ii) PGI: Protected Geographical Indication.
- Protected Designation of Origins (PDOs) are geographical names of a region, a locality and exceptionally a country used to identify a product therein, the quality and characteristics of which are due exclusively to the geographical environment, including natural and human factors and the production steps of which all take place in the defined geographical area. In some countries, PDO are designated by the acronym AOP (Appellation d’Origine Protégée).
- Protected Geographical Indications (PGIs) are geographical names of a region, a locality and a country used to identify a product therein, the quality and characteristics of which are due exclusively to the geographical origin and minimum one production steps of which takes place in the defined geographical area.
- Lisbon system is a protection and registration system which provides ways to obtain protection for appellations of origin and geographical indications in the Contracting Parties to the Lisbon Agreement through a single registration. The international registrations can be searched through the Lisbon Express. The Lisbon System facilitates the international protection of appellations of origin through one single registration procedure. Since its last amendment (Geneva act, May 2015), the Lisbon agreement makes provisions for the registration of geographical indications as well (and not only of appellations of origin). However, to register a geographical name within this system, the producers must ensure that their country has membership in this system.

⁷ The Internal Trade Development Agency (ITDA) was established in 2008 in order to i) registering all commercial activities, ii) transforming the internal markets into an organised and more competitive and balanced product between producers, traders and consumers.

- Private trademark is a procedure to be used to protect the product label, which can include the GI and an additional figurative element affixed to the product to indicate to consumers that it complies with the product specifications for the appellation of origin (WIPO).
- Collective trademark indicates that given products or services were produced or commercialized by the members of an identified group. Collective marks serve to indicate that the person who uses the collective mark is a member of that collective body. Membership in the association that owns the collective mark is subject to compliance with certain rules, such as the geographical area of production of the goods for which the collective mark is used, or standards of production of such goods.
- Certification is a procedure by which a third party, the official certification body, provides written assurance that an organization system, a process, a person, a product or a service is in conformity with requirements specified in a standard or other frame of reference. In the case of GIs, the certifying body certifies that the GI product is in conformity with the relative code of practice. Certification may, if appropriate, be based on a range of activities: on-site inspection, auditing of quality assurance systems, examination of finished products etc
- Certification trademark may be a word, name, symbol, or device that signals certification by a third party of the characteristics of a product, which may include geographical origin. It conforms to specifications laid out by the owner, which can apply to place of origin and/or methods of production. Use of the mark requires some verification by the owner that prescribed attributes have been met or are presented. Certification marks differ from trademarks in three important ways. First, a certification mark is not used by its owner. Second, any entity that meets the standards set by the owner and undergoes the certification process is entitled to use the certification mark. Third, a certification mark cannot be used for purposes other than to certify the product or service for which it is registered (except to advertise the certification programme services).
- Accreditation refers to independent third-party attestation by competent independent authorities that a certification body, a control body or a laboratory has provided formal demonstration of its competence to carry out specific conformity assessment tasks with a view to granting marks or certificates, or establishing relations, in a given field.
- Code of Conduct: the registration of a GI requires local producers to draw up a Code of Practice (CoP) containing the criteria and requirements that allow the specific quality to be achieved. Therefore, the CoP is a document establishing the rules for use of a GI. Depending on the jurisdiction, it may be called “book of requirements”, “product specifications”, “disciplinary document”, code of conduct or regulations.

Implemented works

In connection with the first axis (*strengthening GIs systems at national level*):

EU-JRDP:

- Organized the first workshop on GIs in Egypt (Marsa Matrouh, November 2015).
- Held information seminar (Cairo, March 2017) to form an inter-institutional working group on GIs. Said group evolved into “the National Working Group” (NWG). The NWG attended a training session (September 2017) and a second meeting (April 2018) to discuss the roadmap towards the drafting and adoption of a specific Law on GIs.
- Organized a study tour to learn lessons from the experience of Morocco regarding the implementation of GIs. Participants to the study tour included producers from Matrouh, selected members of the NWG, the GI focal point, and a representative from ITDA.
- Organized a restitution workshop (Cairo, July 2018). During the event, the participants to the study tour together with other participants of the workshop drafted the first strategic orientations for Egypt for the sound development of GIs.

- Organized a national workshop on GIs (Fayoum, June 2019) attended by national and international speakers including from EU.
- Assisted the Ministry of Agriculture and the Ministry of Supply in promoting GIs system. The Ministry of Supply activated the “trademarks and GI unit” in the field of GI. The unit was supported in terms of awareness creation, trainings, equipment (computers and printers) and office furniture, and in establishing the documents required for the registration of three products as GI. A GI’s focal point was appointed by MALR.
- Assisted the Ministry of Trade to draft a ministerial decree to register GIs in Egypt. For the first time in Egypt, a national GIs committee was formed by Minister of Supply and Internal Trade (cf. ministerial decree issued on 2/5/2019) for facilitating the registration of the first three GIs products of Egypt (olives, grapes, and figs).
- Established a forum on GIs (<http://www.gis-egypt.org/>). The forum (in Arabic and in English) is hosted by MALR and is managed by the GI’s focal point. The forum is facilitating farmers, officials, private partners, and international consultants’ discussion about GIs in Egypt. Most of the documents produced by EU-JRDP on GIs can be downloaded from the forum.
- Drafted (in English and Arabic) technical information for the three registered GIs.

CEDARE:

- Prepared “codes of practices” (one per each registered crop) containing product specifications for the three registered products of Matrouh.
- Registered the first three products on GIs.

Second axis - preserving traditional knowledge and practices in the dry-land areas (case of Matrouh)

Definition:

- NWCZ: North West Coastal Zone (Matrouh Governorate) is an area from Fouka in the East to El-Salloum in the West, for a depth of 40 km from the coastline.
- Wadi: it represents the bed or valley of a stream that is usually dry except during the rainy season.
- GAP: “*Practices that address environmental, economic and social sustainability for on- farm processes, and result in safe and quality food and non-food agricultural products*” (source: FAO COAG 2003, GAP paper). When promoting/adopting GAPs, the capacities of rural associations, both farmers and non-farmers, should be reinforced.
- Scale out and scale up: Scale out means “scaling horizontally” the results that proved to be successful to cover wider geographical areas for greater outreach at micro-level (e.g., gradual rollout of activities in similar areas). Scale up means “scaling vertically” the successful concepts to cover broader impact through improved institutionalization, legislation, policies, development plans, improving the business environment.

Implemented works

In connection with the second axis (*preserving traditional knowledge and practices in the dry-land areas-case of Matrouh*):

EU-JRDP:

- Trained and created awareness among local operators about GIs concepts.
- Assisted local authorities to form the Geographical Indication Matrouh Committee (GIMC).

CEDARE:

- Established six pilot demonstration farms for GIs for olives, figs, and grapes.
- Organized trainings on GAPs including integrated pest management.
- Conducted “farmer to farmer” visits to increase farmers awareness on the best applicable agricultural practices.
- Reinforced one community-based association (MADAD)⁸. Said organization is providing services to 165 members and is aiming at boosting local products by promoting GIs concepts.
- Provided to MADAD one refrigerated truck and a new mill for olives processing. Said truck is under direct management of MADAD board and therefore members of MADAD are eligible to use it against agreed fares.
- Signed agreements with the Agricultural Directorate for monitoring the services provided by MADAD to farmers.
- Organized the participation of MADAD to Fruit Logistica in Berlin and other national events.

Methodology of the study and data analyses

The Capitalisation was carried out as follows:

- Analysis of annual reports (CEDARE and EU-JRDP).
- Analysis of data collected by CEDARE in the demonstration farms.
- Processing data from surveys (27 questionnaires) carried out by the evaluator of CEDARE’s action in 2020 (September)⁹.
- Analysis of workshops reports and presentations¹⁰.
- Analysis of interviews carried out by EU-JRDP in January 2021 in connection with GIs in Matrouh¹¹ (30 questionnaires).
- Analysis of reports and data processing from surveys carried out by EU-JRDP’s consultant in Geographical Indications (2017-2020)¹².
- Analysis of “EU GI Guide Worksheets” prepared by EU and discussed during the national workshop (Fayoum, June 2019) such as:
 - Worksheet 1 “Introduction to origin marketing and GIs”.
 - Worksheet 2 “Protecting rights: the legal framework”.
 - Worksheet 3 “The producers: development of a GI specification”.

⁸ MADAD is the only association in Marsa Matrouh that provides services to local farmers in the promotion of GIs. MADAD was already established by NEMO action funded by AICS. MADAD is also hosting the GIMC. created by EU-JRDP. Local rural community in Matrouh, farmers, stakeholders, and official staff of Agricultural Directorate in Matrouh. agreed on MADAD to accept the integration of GIMC as a sub-commission.

⁹ EU-JRDP external evaluation of CEDARE’s initiative. Hanan Elguindy, September 2020.

¹⁰ Fayoum workshop of June 2019 and Matrouh Workshop of November 2015. The workshops on “Geographical Indications had three objectives: i) To raise awareness of the concept of GIs and its importance; ii) To identify a list of potential GI products; iii) To provide Egyptian key stakeholders with elements (ideas, recommendations and documents) for promoting GIs in Egypt. The workshop duration was 1.5 days.

¹¹ Surveys carried out by Ramadan Ali.

¹² Monique Bagal (EU-JRDP short term consultant during the period January 2017-January 2019. Main deliverables: i) Phase 1: Review and design of EU-JRDP strategy in GI, ii) Phase 2: Training of local and national stakeholders in GI, iii) Phase 3: Monitoring and supervision of the EU-JRDP strategy in GI

- Worksheet 4 “The administrators: light administration of an origin-linked or GI scheme”.
- Worksheet 5 “The traders: how to best exploit GIs in national and international markets”.
- Worksheet 6 “The rural community: how GIs support traditional knowledge, indigenous farmers’ rights, and rural development”.

Results of the study/conclusions: driving forces for each axis of intervention

First axis: strengthening GIs systems at national level

Results

The main EU-JRDP ‘s achievements in connection with the reinforcement of the GI system at national level:

- GIs identified. Products were identified by local operators in Matrouh (workshop of November 2015) and in Fayoum (workshop of June 2019). These are:
 - **Matrouh:** Agricultural products: barley, mint, clover, summer watermelon, grape, olive, fig, date; fishery: sponges, pearl, coral reefs, mosa and tuna fishes; handicrafts: carpets (big size), hewala, bedouin klim, goblan (with draws); livestock: barky sheep.
 - **Fayoum:** Bigawy chicken (Fayoum district); medical and aromatic plants (e.g. hibiscus, marjoram, chamomile, wormwood, peppermint, chrysanthemum) (Youssef el Seddiq and Ibshawy villages); fayoumy grapes (Senours and Ibshawy villages); apricot (Fayoum district); handmade carpet (Agmeen village); palm products (Al-Elam and Kaabi villages); pottery and ceramic products (Al Nazla and Tunis villages).
- Verification measures at administrative level drafted. Three preliminary vocational maps for three crops in Matrouh (fig, grape and olive) were prepared as a tool for operators to identify the most suitable areas for each of the selected crop.
- Administrative requirements drafted. Codes of practices specifying product specifications for the above-mentioned three crops prepared.
- Measures of control provisions were set up. Control provision were identified by the international consultant together with the agricultural department in Matrouh.
- Public authorities to administratively enforcing the protection were formed. Many workshops were organized in Marsa Matrouh and in Cairo to identify the administrative actions to be carried out by public authorities within the structures and norms that apply to GIs.
- Competent authorities in setting up legal provision were assisted. A ministerial decree¹³ was signed identifying the products. EU-JRDP identified also eligible operators (MADAD and ADBS) and organized workshops to identify actions for protecting GIs (e.g. how to avoid misuses, misleading indications).
- Rules avoiding that protected names become generic in the territory were drafted. Many workshops were organized in Marsa Matrouh and in Cairo.

¹³ Ministerial decree number (81) for the year 2019 and issued on 2/5/2019 forming a national committee to activate the registration and protection of the first three products on Geographical Indications in Egypt (figs, grapes, and olives) as a GI for Matrouh Governorate).

Conclusions

A preliminary GI system for the registration of the first GIs in Egypt was set-up in connection with the ministry of agriculture, ministry of trade and local operators. This system can be used to identify and/or protect additional GIs. A list of local or traditional product is available for Matrouh and Fayoum. This specific GI protection system provides specific protection for the producers and reassures consumers about origin of products.

Second axis - preserving traditional knowledge and practices in the dry-land areas (case of Matrouh)

Results

Results from EU-JRDP's GIs questionnaires:

Did you register your crop under GIs? (30 interviews)

Interviewed farmers	Total interviews	Total replies	
		Yes	No
Interviewees	30	28	2
%		93	77

Which type of GIs you registered already? (28 interviews)

Crops	Total interviews	Total replies	%
Fig	28	8	29
Grapes	28	10	36
Olive (oil)	28	10	36

Which type of GAPs proposed by the project you adopted? (28 interviews)

Types of GAPs adopted	Total interviews	Total replies	%
Organic agriculture	28	28	100
Integrated pest control	28	28	100
Post-harvest/handling/conservation practices	28	23	82
Conservation agriculture	28	20	71
Water saving techniques	28	13	46
Drip irrigation	28	9	32

Can you estimate the average yield before and after the project? (average 28 interviews)

Crops	(t/feddan) Before	(t/feddan) After	(t/feddan) Before	% of increase
Fig	2.7	4.4	1.8	65.1
Grapes	1.8	2.4	0.6	33.3
Olive (oil)	2.9	5.2	2.4	82.5

Can you provide the following marketing information? (28 interviews)

Types of GAPs	Total interviews	Total replies		% of yes
		Yes	No	
Are you using logos of GI for your product?	28	28	0	100
Are you selling your product directly to consumers?	28	28	0	100

The consumers are aware about the specificity of your GI product?	28	16	12	57
The consumers know about the origin of your product?	28	20	0	100
Are other farmers selling under Matrouh origin GI products that are not from Matrouh?	28	0	20	0

Which market are you targeting the most? (28 interviews)

Market	Total interviews	Total replies	%
Matrouh Local Market	28	23	82
Cairo, El Obour Market	28	5	18

What is the main factor that determine the quality of your product? (average 28 interviews)

Types of items	Total interviews	Total replies	%
Soil	28	28	100
Dry weather	28	28	100
Traditional knowledge	28	14	50
Local practices	28	14	50
Varieties	28	28	100

Results from the final evaluation exercise of CEDARE's action (27 interviews)

- All interviewees stated that the selected GIs (fig, olive and grape) are important, crucial, and suitable to the nature of agriculture in Matrouh.
- All interviewees stated that the Governorate of Matrouh is the best platform to start GIs in Egypt.
- 25 interviewees (out of 27) stated that people are nowadays convinced of the GIs and are ready to join.
- 23 interviewees (out of 27) said that they were extensively trained and they know now what to do with GIs.
- 20 interviewees (out of 27) believe that GIs are very useful.

Results from interviewing the farmers that applied the GAP in the CEDARE's GIs demonstration farms are:

- The yields of figs increased by about 40% (from 3.5-4 to 5.6/6 tonnes per feddan), of olives by about 30% (3.5 to 4.5 tonnes per feddan), of grapes by about 30 % (1.8 to 2.4 tonnes per feddan).
- The fruit quality improved as follows: i) the fruit size and the Total Soluble Solids-TSS increased (e.g., in figs the TSS increased by about 8%); ii) the acidity of olive oil decreased from 11% (oils obtained by using manual mills) to 1.5% (oils obtained by using the newly introduced mechanically operated mills).
- The fertilization program contributed to increase yields and to better control pests (e.g., fig-stem borer, the olive fruit fly-the main olive pests, the sucking piercing pests, and the leaf-wing lesions of the vineyards).
- The income of concerned farmers increased by 30%, the crop selling prices for the three products registered under GIs increased by 65% while the costs of production decreased by 40%.

- The marginal profits of the producers increased. With the truck provided by the project in fact, farmers have direct access to markets and do not have to pay commissions to middlemen.

Conclusions

Almost 80% of the farmers are participating to the GIs initiative for figs, grapes and olives (oil). All farmers are practicing organic agriculture and integrated pest control methods. The participating farmers are using the GI logos and selling their products directly to consumers including in Cairo. The consumers are aware of the GI origin of the products. Said products are of better quality mainly because of the dry weather conditions and the nature of the soils in Matrouh.

The promotion of GIs in the NWCZ of Matrouh Governorate proved to have a direct impact on i) improving market access, ii) adding value to existing products, iii) bringing an exclusive territorial benefit to all actors, iv) preserving traditional knowledge and production methods and, v) creating job opportunities.

The development of GIs in the NWCZ of Matrouh Governorate are therefore contributing to: i) maintain jobs in rural areas, ii) boost local economy, iii) support tourism, iv) protect diversity and heritage.

These performances are expecting to have a huge impact on local economy considering the importance of the selected crops on the territory¹⁴.

The main driving forces per each intervention axis

The main driving forces for each axis of intervention (cf. also table 1 in the following page), are summarised here below:

- First axis: strengthening GIs systems at national level.
 - ✓ GIs are contributing to the development in rural areas by linking the value-added of an origin-designated product to the geographical place.
 - ✓ GIs valorise local products, their origins and the “story behind the product”.
- Second axis - preserving traditional knowledge and practices in the dry-land areas (case of Matrouh).
 - ✓ The intervention had a positive impact on the incomes at family level and improved the livelihood conditions.
 - ✓ The intervention had a positive impact on economic aspects (e.g. crops net revenues increased).
 - ✓ The intervention had a positive impact on social aspects (e.g., social stability enhanced, local community participation increased, confidence of beneficiaries toward local authorities enhanced, woman empowerment increased).
 - ✓ The increased value addition for crops is encouraging farmers to register their crops as Geographical Indication (GI).
 - ✓ GIs valorise the distinctive features and traits of those products from oasis and dry-land areas.

¹⁴ Matrouh in fact produces 136,000 tonnes of figs (Teen Sultani) which is 82% of Egypt’s production over 46,163 feddans; Egypt being the second fig producer in the world with 15% of the world’s total production. Although Egypt is the second producer, it only exports 1% of figs if compared to Turkey which produces 24% and exports about 41% of raw figs and 58% of dried figs. Olive production (17,400 feddans) also definitely need intervention because it experiences large productivity loss ranging between 25% to 50%, due to poor collection methods, improper packaging, and transportation. The intervention on grapes in Barrani (2,360 feddans) is also justified because Barrani’s grapes are unique.

Table 1: Driving forces per each intervention axis

Sector	Axis 1: strengthening GIs systems at national level	Axis 2: preserving traditional knowledge and practices in the dry-land areas (case of Matrouh)
Agricultural impact	The GI system established with EU-JRDP assistance is protecting the production of small farmers locally producing traditional crops. Traditional knowledge and production methods are preserved.	GIs at local level are increasing crops net revenues for small farmers by increasing crop productivity and reducing production costs.
Economic Impact	The promotion of GIs systems represents a tool for better differentiate the markets which is key to secure high prices for the small producers. GIs enable smallholders, to exercise more control over the marketing of their products, to better distinguish their products in the marketplaces, combat counterfeiting, and secure a higher share of the value added generated.	Data from Matrouh show that GI-designated products have higher prices and have significant overall value. GIs are contributing to: i) create and maintain jobs in rural areas, ii) boost local economy, iii) support tourism, iv) protect diversity and heritage. These performances are expecting to have a huge impact on local economy considering the importance of the selected crops on the territory.
Social Impact	The GI system established at national level with EU-JRDP assistance is: <ul style="list-style-type: none"> ✓ Reassuring consumers about origin of products. ✓ Keeping alive local traditions and local culture related to the product. ✓ Enhancing social stability. ✓ Maintaining traditional processing systems and recipes. 	The promotion of GIs in dry lands had a clear social impact at local level since: <ul style="list-style-type: none"> ✓ Maintain jobs in underpopulated areas. ✓ Products cannot be re-located in other areas. ✓ Promote the region through a regional brand, contributing to tourism and gastronomy. ✓ Enhance the confidence of beneficiaries toward local authorities. <p>Woman empowerment increased especially in the harvesting and processing of figs and olives and through the development of ad-hoc value chains.</p>
Environmental Impact	Environment preserved and biodiversity enhanced. Diversity and heritage enhanced,	Plant health improved. Sustainable management of land improved. Traditional farming with its potential positive contributions to the landscape maintained. Favourable habitats for biodiversity and soil preserved.

Lessons learnt (positives and negatives) per each driving force

Capitalization of lessons learned (positives and negatives) are important to amend legislations and regulatory framework and improve sustainability at policy, regulatory, legislative, and environmental levels.

First axis: strengthening GIs systems at national level

Positive lessons learnt (positive issues coming up):

- The stronger is the level of participation and ownership, the better the GIs concepts are understood at local level.
- The easier are the administrative requirements for registering and protecting the GIs the more farmers are convinced to join.
- Study tours to countries applying the concept of GIs are key factors for developing the GIs systems in Egypt.
- GIs focal point, the forum on GIs and governmental and research institutions are instrumental for the promotion of GIs' and can strongly contribute to the increase of registration of additional GIs in Egypt.
- The institutional capacity within concerned ministries and research and extension institutions, are fundamental to fine-tune the development of GIs, to identify priority actions to put in place and, to generate at national and local levels better understanding of GIs concepts.
- Facilitating market access to products with "indications of provenance" is key for the promotion of GIs.
- Effective mechanisms for the creation of producers' organizations or consortiums are fundamental for the promotion of GIs.
- The value chain approach is a good entry point for the development of GIs as it makes it easy to drive changes for the benefit of all.
- If products qualities or reputations are valorised, the local producers will get higher prices.
- GIs and origin-linked products can contribute to long-term environmental conservation and rural development.
- GIs are tools for preserving cultural and biological diversity and for driving the development of the rural economy.

Negative lessons learnt (what did not go as expected):

- It is very difficult to upscale the registration of GIs if ad-hoc measures of control mechanisms and ad-hoc laws are not in place,
- When farmers are not well organized, it is very difficult to put in place common rules, ad-hoc market strategies and sustainable production practices.

Second axis – preserving traditional knowledge and practices in the dry-land areas (case of Matrouh)

Positive lessons learnt (positive issues coming up):

- The promotion of GIs in dry-land areas (and oasis) of Egypt is:
 - ✓ Increasing the value of traditional crops and bringing benefits to all actors in the territory.

- ✓ Driving market-oriented rural development for the benefit of all its stakeholders.
- ✓ Facilitating local community participation.
- The development of GIs is facilitated when the products are promoted by local associations, consortiums, and producers' groups.
- The development of GIs can secure jobs at local level and facilitate the stay of local people in the production area.
- GIs are facilitating the re-introduction of traditional crops.

Negative lessons learnt (what did not go as expected):

- Since the GIs are collective instruments that are usually managed/owned by a collective group, their development depends on the existence of producers' associations at local level.

Recommendations for scaling up

General recommendations:

- The two axes are well integrated and shall be scaled up together.
- If funds are not enough to scale the two axes together, better to prioritize axis one (strengthening of GIs system at national level) first.

First axis: strengthening GIs systems at national level

Specific recommendations:

- To promote GI system to stimulate the reinforcement of rural communities and community-based associations. Protected GIs in fact can be regarded as a type of collective certification made by community-based associations formed/to be formed to protect a specific product obtained in a specific territory.
- To declare the products as “public goods” and register those products under GIs or collective trademark. The products obtained from the Egyptian oasis and produced under rain-fed conditions shall all be declared “public goods”. “Public goods” in fact broadly affect the people and the resources of a geographical area, so it is critical that GI governance and legal protection are both structured to serve the greatest number of people from the targeted geographical area.
- To scale out¹⁵ at national level the GI system developed by EU-JRDP in Matrouh.
- To select additional traditional products for registrations of additional GIs. To focus first to those Governorates that have products under rain-fed conditions (including oasis).
- To support the participation of producers in national and international exhibitions to improve marketing.
- To develop code of practices for selected agricultural GIs products.
- To protect original lines/varieties of typical Egyptian GIs crops in cooperation with MALR.
- To reinforce organizational and institutional structures among producers to better establish a common plan to protect and market GIs. Those structures shall not only share costs and benefits but also shall take decisions in the control mechanisms especially for those products declared “public goods”.

¹⁵ Scale out means “scaling horizontally” the results that proved to be successful to cover wider geographical areas for greater outreach at micro-level (e.g. gradual rollout of activities in similar areas).

- To establish association of producers for GIs registration and to reinforce their capacity in GIs protection and registration.
- To prepare marketing strategies for potential GIs products selected by EU-JRDP in Fayoum including working on logos, websites, packaging, transportations, and permanent selling points.
- To carry out extensive training to develop capacity and create awareness about GIs concepts at national level. Trainings shall concern the following topics (modules):
 - ✓ Origin marketing and GIs
 - ✓ Protecting rights
 - ✓ Producers development of a GI specification
 - ✓ Light administration of a GI scheme
 - ✓ Traders - marketing GIs
 - ✓ Rural development.
- To raise public awareness among consumers on the importance of GIs through different media channels.
- To identify the most appropriate modes of protection for GIs in Egypt (e.g., to protect GIs through a *sui generis* system, as an individual or a collective trademark).
- To identify and select the most suitable verification process (system of control) for Egypt, among the followings:
 - ✓ First-party verification: a guarantee provided by producers themselves, based on auto controls (by individual producers) or internal controls (by the GI producer organization).
 - ✓ Second-party verification: the system involves a trade agent who verifies that suppliers comply with the product specification requirements.
 - ✓ Third-party certification: the system involves an independent and external body (private, public or joint public-private).

To be noted that all systems of control of GIs need an ad-hoc administrative framework that shall be as much as possible manageable.

- To build a network of technical partners, policy dialogue partners and other partners from institutions producing the data needed for the analysis right from the start.
- To develop a strong legal protection and domestic GI system. Carefully chosen protection options will permit effective monitoring and enforcement in relevant markets to reduce the likelihood of fraud that can compromise not only the GI's reputation but also its legal validity.
- To provide sustainable support to the already established GIs forum (<http://www.gis-egypt.org>) as an effective tool to facilitate communication between different stakeholders and to promote the registration of GIs products in Egypt and at international level.
- To promote the existing forum into a better structured "GI platform" to better strengthen coordination efforts with more potential GIs actors both at national and international level.
- To draft ad-hoc laws for GIs effective protection at national level.
- To start registration of Egyptian GIs abroad. Registration at EU level implies that:
 - ✓ Products are strict defined according to precise specifications and are already registered in the country of origin.

- ✓ The products specifications contain: i) name to be protected and description of the product, ii) definition of the geographical area, iv) packaging details, if needed, v) production methods, vi) details establishing the link with the geographical areas, vii) authorities or bodies verifying compliance, viii) any specific labelling rule.

Second axis – preserving traditional knowledge and practices in the dry-land areas (case of Matrouh)

Specific recommendations:

- To assist local organizational and institutional structures among producers during the preparation of long-term marketing plans tailored-made to GIs products for consistent market positioning.
- To assist MADAD for i) identifying and fairly demarcating a GI and, ii) organizing GIs practices and standards.
- To extend the registration process to additional crops (e.g., summer watermelon, dates, mint).
- To scale up the mandate of the already established MADAD associations that is called to register additional agricultural products under GIs.
- To promote GIs from the livestock sectors. To start with registering the Barki sheep products and the goat cheese. Since the name of Barki is also used outside Matrouh, the registration of Barky products must be associated to additional local names.
- To scale up the mandate of ADBS that is called to register livestock products under GIs.
- To scale up¹⁶ the empowerment of Bedouin women through ad-hoc value chains development for selected GIs products.

¹⁶ Scale up means “scaling vertically” the successful concepts to cover broader impact through improved institutionalization, legislation, policies, development plans, improving the business environment.

