

Importance Of Geographical Signs For Sustainable Development; Karaman Example

Adem Özkan

Karamanoğlu Mehmetbey University
Vocational Technical Science High School
Karaman-Turkey
aozkan@kmu.edu.tr

Yusuf Dilay

Karamanoğlu Mehmetbey University
Vocational Technical Science High School
Karaman-Turkey
ydilay@kmu.edu.tr

Abstract—Geographical Indications is an extremely important tool for development, especially agricultural enterprises in Turkey and in EU countries. In particular, it is of particular importance for local producers as an element of encouraging high value-added production and high quality production and to reveal regional dynamics. Geographical indications provide the producer with the price advantage of producing high quality products, while for the consumer; it is very useful to know that the production of the product is done by a certain method and to provide assurance of quality. Geographical indications can be used as a tool for economic development of rural development in order to maintain and maintain regional and local values. In recent years, geographic signs are seen as an important production ring for low-income producers with little land and few animals to preserve the traditionality of their products and to create commercial values of products at high prices in the market. In this study, it is tried to explain the economic value and potential of using geographical signs as a means of rural development in the region. Turkey in 2017 "Origin Marking" as Geographical Indication taken Karaman Divle cheese with sinkholes in the area of rural development in terms of Karaman bulgur stone mill has tried to show how to create that effect. According to the findings, it was determined that Ayrancı Divle Obruk cheese and Karaman stone mill bulgur constitute a great economic value, receiving geographical sign provides benefits in terms of local economic development and contributing to the development of regional, social and local development.

Keywords—*geographical sign; rural development; Divle; Karaman*

I. INTRODUCTION

Regional development models need to be implemented in development policies. Approaches to the necessity of mobilizing the internal dynamics, integrating the concept of sustainability into the development approach and emphasizing the importance of local development models, on the other hand, show that the globalization and models that show that globalization is important in economic

development should show a multi-dimensional evaluation of the development approach [1].

The steps taken to protect local values and ensure sustainability are gradually increasing. Local development initiatives in Turkey are aimed to provide regional and rural development policies. With the development policies, both the welfare of the people of the region is increased and the social and economic balance is ensured in cities and rural areas. In order to achieve rural development in Turkey, local products are of great importance.

Geographical signs originate in (PDO) and geographical sign (PGI) in two ways. The products of origin and geographical signs may vary from country to country. Agricultural and food products with geographical indications protected in the EU but, in non-food products in Turkey can be brought under the protection of geographical indications. The registration of geographical signs is carried out by the Turkish Patent Institute. If a product is required to be protected in other countries other than its own country, it must be registered in that country as well. Turkey's EU member states due to the lack of geographical indications registered in the EU are also required to apply. Therefore, the registration of the geographical sign made within the country only makes sense if the product is used in that country. Therefore, if the products having export value and which may have geographical sign are protected in the international arena, the geographical sign will gain meaning.

In the European Union (EU) countries, cheese is a product with a strong cultural dimension and consumption varies from country to country. For example, cheese consumed at breakfast or in the form of tartine for dinner in Germany and Belgium, are an important raw material of the cuisine in Italy, and the main element of sandwiches in Anglophone countries. In France, cheese is an integral part of the country's gastronomy. As a matter of fact, (plateau de fromages), which is unique in the world, is a tradition in France. In France, the world's highest annual average cheese consumption per capita (27 kg), there are hundreds of varieties of cheese [2].

According to the DOOR database of the EU Commission, 28 members, 226 of the total 1308 C's that exist together belong to cheese, and France ranks first with 51 registrations. According to the French

National Institute of Origin and Quality (INAO), 51 of these 51 registered C cheeses have 45 origin (PDO) markings, 6 have local (PGI) markings, 34 are cows, 14 are goats and 3 are sheep. (According to the DOOR database of the EU Commission, 28 members have a total of 226 cheeses, of which 1308 belong to cheeses. France is ranked first with 51 registrations. According to the French National Institute of Origin and Quality (INAO) of these 51 registered cheeses, 45 are of origin (PDO), 6 are of origin (PGI) and 34 are cows, 14 are goats and 3 are sheep cheese [2].

Turkey thanks to the favorable climatic and environmental conditions has a climate that can easily be grown in many products. One of these products is cheese and bulgur.

Considering that local products are an important local development component, Karaman-Ayrancı Divle Obruk Tulum Cheese and Karaman Stone Mill Bulgur, which obtained Geographical Indication Registration in 2017, can be used to evaluate the possibility of using geographical signs as an important tool in regional and local development. It was studied.

In the European Union (EU) countries, cheese is a product with a strong cultural dimension and consumption varies from country to country. For example, cheese consumed at breakfast or in the form of tartine for dinner in Germany and Belgium, is an important raw material of the cuisine in Italy, and the main element of sandwiches in Anglophone countries. In France, cheese is an integral part of the country's gastronomy. As a matter of fact, plateau de fromages, which is unique in the world, is a tradition in France. In France, the world's highest annual average cheese consumption per capita (27 kg), there are hundreds of varieties of cheese [2].

According to the DOOR database of the EU Commission, 28 members, 226 of the total 1308 C's that exist together belong to cheese, and France ranks first with 51 registrations. According to the French National Institute of Origin and Quality (INAO), 51 of these 51 registered C cheeses have 45 origin (PDO) markings, 6 have local (PGI) markings, 34 are cows, 14 are goats and 3 are sheep. (According to the DOOR database of the EU Commission, 28 members have a total of 226 cheeses, of which 1308 belong to cheeses. France is ranked first with 51 registrations. According to the French National Institute of Origin and Quality (INAO) of these 51 registered cheeses, 45 are of origin (PDO), 6 are of origin (PGI) and 34 are cows, 14 are goats and 3 are sheep cheese [2].

Turkey thanks to the favorable climatic and environmental conditions has a climate that can easily be grown in many products. One of these products is cheese and bulgur.

Considering that local products are an important local development component, Karaman-Ayrancı "Divle Obruk Tulum Cheese and Karaman Stone Mill Bulgur, which obtained Geographical Indication Registration in 2017, can be used to evaluate the

possibility of using geographical signs as an important tool in regional and local development. It was studied.

II. STATUS IN KARAMAN

The economy of Karaman is generally based on food and agriculture. There are enterprises producing biscuits, wafers, chocolate, milk and milk products and bulgur in the manufacturing industry. In addition, apple cultivation is carried out in a large area in the province. The annual production is about 600,000 tons. About 15-20% of the apples produced in Turkey are produced in Karaman. A large part of the population produces production related to rural areas.

Although Karaman has a wide range of products, it has 2 geographically marked products. Karaman Divle Obruk Tulum Cheese was registered on 08.12.2017 by taking the name of Origin. In addition, Karaman Stone Mill Bulgur applied for registration of Origin Sign on 28.02.2018.

III. KARAMAN DIVLE OBRUK TULUM CHEESE

It is known that there are between 2000-4000 cheese varieties in the world and in our country it is known as 193 varieties. The cheeses have different flavor and taste according to the milk obtained from the region and fermentation techniques. They are mostly known by their local names. In Karaman, there are milk production facilities belonging to many companies with different names. They produce cheese and other dairy products from the milk they collect from different regions. However, in the village of Divle, which is the oldest settlement of Ayrancı district, cheese made from milk collected only from the villagers in May was filled to sheep or goat skin and then fermented to a depth of 250 m. long, in the caves, which the locals call the name Obruk. The peculiarity of the cheese is that it is kept in the chimney for 4 to 6 months and the outside is covered with a red mold during the waiting period. There is no specific process for production and marketing in Divle village and other villages where cheese is produced. This may affect the recognition and sales status of cheese [13]. This cheese, which is regarded as one of the best cheeses produced in the world by experts, was named Origin in 2017 with a 3-year work of Karaman Chamber of Commerce and Industry. Other cheeses produced in the same style but not kept in the cave are sold to the market for 5-6 Euro, while 150 tons of cheese is produced annually and the price of 1 kg is around 15-20 Euro. It is traded both nationally and internationally. It brings significant income for the people of the region. Traders who come to recognize and trade in the region are also developing trade in the region.

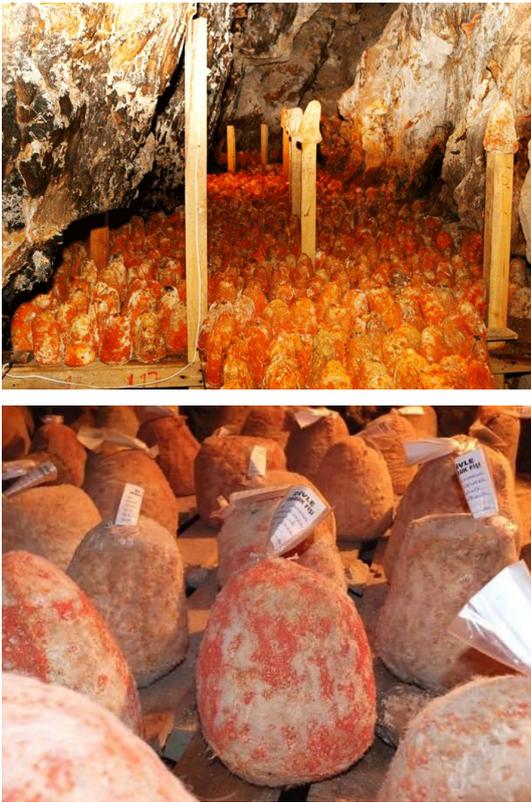


Fig. 1. Divle Obruk Tulum Cheese

Until now, the PDO in the European Union (Protected Designation of Origin) so there are 9 products have received the mark of origin with its counterpart in Turkey. Cheese varieties with geographical indication in Turkey;

Cheese with Geographical Indication Certificate

- Cheeses with Origin
- Erzincan Tulum cheese,
- Ezine cheese
- Hellim cheese
- Karaman Ayranci Divle Obruk Tulum cheese

The cheeses that have received the sign of origin

- Diyarbakır Knitting Cheese,
- Bergama Tulum cheese
- İzmir Tulum cheese
- Edirne White Cheese,
- Erzurum Civil and Moldy Civil cheeses.

In other words, only a few of the 193 varieties of cheese have the geographical sign registration certificate.

In addition to lots of cheese which have been registered in the world Karaman Ayranci Divle pothole Sheep cheese origin to mark an important place in Turkey's exports it is likely to increase steadily along. Livestock production in the region is increasing due to the increase in milk production capacity. It can be said

that the increase in milk production will increase in the region with the possibilities of storage conditions in the cave.

IV. KARAMAN STONE MILL BULGUR

Bulgur has been consumed by different cultures since ancient times as one of the first processed food products in the world. Bulgur is a product obtained by cleaning, cooking, drying and classifying wheat. Bulgur production dates back to 4000 BC.

Some enterprises producing bulgur in Karaman were found in the Zengen village of the Center; obtained from a quarry. It is 15 km away from the city center. This stone, which contains minerals such as calcium, manganese and iron, is used in the grinding parts of the mills. Although it is a very difficult and costly method, the producers say that the secret of quality and flavor in bulgur comes from this stone. An application was made in 2018 for the registration of Origin Marks for Karaman Stone Mill Bulgur [12].

- Bulgur with Geographical Sign Certificate
- Bulgur of Kastamonu-Ihsangazi Siyez (2019)
- Mardin bulgur (2019)
- Gaziantep bulgur (2017)

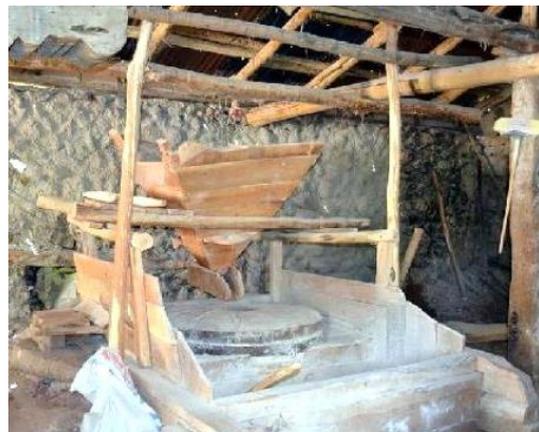


Fig. 2. Karaman Stone Mill Bulgur

V. CONCLUSION AND DISCUSSION

It can be said that a geographically marked product, which has benefited from all its possibilities in an optimum way, can contribute much more to the economy of the region where it grows than a conventional product produced in the same place.

Geographical signs should be able to be used strategically to support regional or national

development and to eliminate economic disparities between underdeveloped and developed areas.

In Turkey, the development impact in terms of geographical indications from that utilized much less compared to the EU, but it is a known fact that potential is large enough to be underestimated [3].

Employment in agriculture is predicted to fall below 5% with mechanization from 20%. This is an inevitable fact. However, this population that will abandon agriculture should be kept in the countryside and not abandoned to the fate of the countryside. This is also necessary in terms of the population balances of our country. It is quite wrong for the entire population to congregate in three or five major cities, our western and southern provinces. Today there is a large reduction in the rural population in the East and Southeast. For this purpose; Projects to keep the population in rural areas should be put into effect, rural development should be supported, establishment of enterprises using agricultural inputs in rural areas should be encouraged; when people are satisfied where they are born, cities will move away from the pressure of heavy migration [4].

Consumers may prefer the products sold under the name of that region to those produced in other places because of their confidence in the name of that region. Therefore, it is of great benefit to protect the interests of the local people in protecting the names of the places that have become a certain quality and belonging mark for a product as geographical mark. Geographical indications also provide marketing power to the product and mediate rural development as it is a collective right that protects the real producers of the product. Thus, it contributes to the national economy [5], [6].

One of the objectives and benefits of geo-mark protection will be to prevent the use of geo-markers on counterfeit products that do not meet the required specifications. Misleading the consumer will be prevented and will also help to protect the consumer by not benefiting from the reputation of the geographically marked product.

It is clear that a product of such importance for the region is an important dynamic in local development. Increasing the value added and branding of cheese and bulgur, which is one of the important livelihoods of the region, will help the local economic development of the region. It can be said that one of the most important tools that can be used for this purpose is to obtain a geographical sign certificate.

One of the factors that make the geographical sign important is its meaning and the fact that it is seen as a means of encouraging local movements in the globalizing world as a means of rural development. The advantages of geographical signs in local and thus rural development can be grouped under 5 main headings [7], [8], [9], [10].

- Protection means: It can be used as a means to prevent the usurpation of the rights of the producers due to fraud and the deceit of the consumers.

- Marketing tool: It has a positive effect on the image, reputation and profile of the product in the market.

- Rural development tool: It is a different approach to production and can be used to ensure the sustainability of local enterprises and to protect cultural heritage and biodiversity.

- Tool for creating an economic balance: It can be used to eliminate the economic difference between underdeveloped and developed areas. In addition, the provision of protection by the state means less cost for producers. Information tool: Geographical signs are an important information tool that enables the sharing of knowledge and culture between the producer and the consumer. In particular, it allows consumers to have information not only about the product they consume but also about the culture of the region.

Another feature of geographical signs is that it provides name protection. Ayrancı Divle poulitche Tulum cheese registered in the name of this name will prevent unauthorized use in other regions. In addition, the use of name protection and geo-mark logos in product sales will have a positive impact on the consumer and the consumer will be willing to pay more for this product. Product branding in the region can also be a positive step for the development of the marketing strategy of Ayrancı Divle pudding Tulum cheese. The uses of the geo-sign logo, as well as being a quality guarantee element, are also important for protecting the consumer.

The use of the geographical sign may be an opportunity to strengthen inter-institutional communication in the research area. It will increase the communication between institutions and organizations such as agricultural cooperatives, producer associations, agricultural district directorates, chambers of agriculture and mayors related to cheese and bulgur production in the region. Thus, the union will provide an opportunity for the preservation of the Karaman stone mill bulgur name and the use of the geographical sign to the Ayrancı Divle cheese. High expectations in terms of geographical signs in the region will gain importance with how much of the expectations are met. The opportunities that such registered products bring to the region will lead to other registrable products in other regions.

The concept of development will not only be associated with growth, but will also provide physical, cultural, social and political development opportunities. Decrease in confidence in traditional development policies after 1990s, population mobility from rural areas to cities will also reverse and increase employment. There are many reasons behind the failure of traditional top-down development approaches that adopt standardized policies and strategies to achieve economic development. In particular, top-

down, traditional developmental approaches with a sectoral approach that do not take local actors and the field into consideration are replaced by local economic development approaches that take into account spatial differences, where local actors play a role. Within these local economic development elements, geographical signs can be an important tool. When in the process of emergence of geographical indications believed that considering local development, mainly used in most EU countries this system in a country with rich potential of local products, such as Turkey raises the case it could easily be used as a local development tool. Geographical indications are entitled to receive in the geographical indications system in Turkey Akşehir Cherry is also an example [11]. It has been revealed that the characteristics of Divle Obruk Tulum cheese are not well known by local people, and that cheese is a cultural value specific to Karaman province and it should be preserved [13].

History of cheese is almost as old as milk history. Cheese has an important place in Turkish cuisine as well as international cuisine. It is widely believed that this culture was transferred from Mesopotamia to the whole world. Although there are many types of cheese in Anatolia, most of them are produced and consumed only in their own region. There are hundreds of unrecognized cheese types in our country that are in danger of extinction. It is necessary to classify many cheese varieties produced in our country by taking into consideration the different characteristics, to standardize the production technologies by developing them, to obtain geographical sign registrations, to create a regular database on the properties and compositions and to make them publicized to the world.

The aim should be to distinguish the product identified with one region from the others, to protect such products and production methods, to support small producers and family farmers in this context, and to find their true values.

References

[1] Casanova, F. 2004. Local Development, Productive Networks and Training: Alternative Approaches to Training and Work for Young People, ILO / Cinter for.

[2] Tekelioğlu, Y., 2016. Geographical Marking A French Classic in Cheese: Eposis, Gastro January, February, March, http://www.yucita.org/uploads/yayinlar/tekelioglu/EPOI_SSES.pdf

[3] Şahin, G., (2013). Importance of geographical signs and geographical signs of Vize-Kırklareli. Pamukkale University Journal of the Institute of Social Sciences Issue 15, 2013, pages 23-37.

[4] Daldal, S.K., (2018). Geographical indications and traditional product name protection and application problems experienced in Turkey. T. C. Ankara University Institute of Science Term Project.

[5] Çalışkan, V. Koc, H. (2012). Evaluation of geographical indications and geographical distribution characteristics of the signaling potential in Turkey. Eastern Journal of Geography. 17 (28), 193-214.

[6] Kan, M., Gülçubuk, B., Küçükçongar, M. (2012). Possibilities of using geographical signs in rural tourism. KMU Journal of Social and Economic Research. 14 (22), 93-101.

[7] Wilson, N. Vanittersum, K. and Fearn, A. 1999. Co-operation and co-ordination in the supply chain: a comparison between the Jersey Royal and Opper doezer Ronde potato. The socio economics of origin labelled products in agri-food supply chains: spatial, institutional and coordination aspects (Le Mans, 28-30 October 1999) 67th European Association of Agricultural Economics Seminar, pp. 95-102 Le Mans, France.

[8] Treager, A., Filippo, A., Giovanni, B. and Marescotti, A. 2007. Regional food and rural development: The role of product qualification. Journal of Rural Studies, vol. 23 (2007), pp.12-22. <http://www.elsevier.co>

[9] Lopez, X.A.A. and Martin, B.G. 2005. Tourism and Quality Agro-Food Products: An Opportunity For The Spanish Countryside. Tijdschrift voor Economische en Sociale Geografie - 2006, Vol. 97, Nr. 2, pp. 166-177.

[10] Kan M. and Gülçubuk B. 2008. Geographical Indications in the Revival of Rural Economy and Local Ownership. VIII. Agricultural Economics Congress, Uludag University, Faculty of Agriculture, Department of Agricultural Economics, 25-27 June 2008 Bursa.

[11] Kan M., 2011. Use and Effect of Geographical Indications on Economic Development at Local Level: Akşehir Cherry Research. Ankara University Institute of Science and Technology (Unpublished PhD Thesis), Ankara.

[12] Anonymous, (2019). Turkish Patent and Trademark Agency, Turkey's geographical indications. <https://www.ci.gov.tr/> Accessed on 12.07.2019.

[13] Toklu, S., Pekersen, Y., The Perception of a Geographical Indication Gastronomic Value, The Karaman Divle Obruk Tulum Cheese by the People of the Region, Journal of Tourism and Gastronomy Studies 7/3 (2019), 2251-2273.