

Honey and Geographical Indications:

Why is honey

**a good pilot product
for the implementation of
Geographical Indications labeling
in Ethiopia ?**

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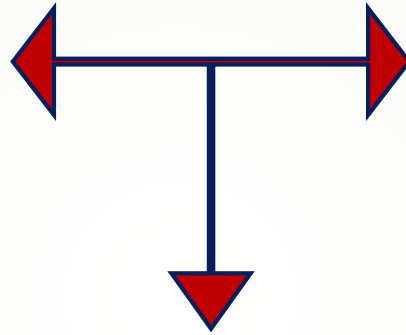
Geographical Indications (GI) :

a link between **Place, People and Product**



Production area

Cimate, soils,
altitude...



Producers

Know-how, history,
organisations...



Product

Specific product quality,
Characteristics or reputation

Geographical Indications: an Intellectual Property Right, recognized by the World Trade Organization

➤ **What is a GI :**

(WTO/ TRIPS, Article 22)

- “indications which identify a good as originating in the territory of a Member [=country], or a region or locality in that territory, where **a given quality, reputation or other characteristic** of the good is **essentially attributable to its geographical origin**»
- Can be registered. Examples: "**Darjeeling tea**" from India, "**Coffee from Colombia**", "**Champagne wine**" from France.
- GIs have become a tool for rural development policy

Example in Asia: Darjeeling tea



Example in America: Café de Colombia



Examples in the European Union



Cognac



Sweet Chili from Espelette



Champagne



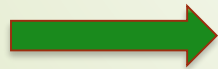
Function of a GI

To confer a

- non-exclusive (applies to all members within the association interprofessional body)
- individual right of use
- to each producer complying with the product specification : delimited area + good production-processing practices.

Ethiopia and GIs:

- Rich biodiversity and regional based quality products: coffee, tef, sesame, butter, **honey**....
- No “Geographical Indication Act” yet in place
- GI managed through Trademark law.
 - Ethiopian fine coffees initiative (2006)
- Limits of Trademark Law + Perspective of WTO membership: A new legal framework is needed
- A GI Proclamation under elaboration with EIPO
- Future support project through AFD



Need for legal framework and for a pilot product

Honey in Ethiopia : Local Quality Specialty products

- One out of ten rural households keep honeybees
 - 7 million bee colonies; Honey production:
 - Production 48 000 TM (vs. 28 000 TM in 2001)
 - Honey accounts 1.3% of agricultural GDP.
 - Rural food security and income generation
- 7 000 floral species
 - Honey is one the most environmental-sensitive products
 - Strong link to climate, vegetation, biodiversity
 - Regional states like SNNP, Gambella, Benshangul Gumz, Amhara, Tigray and Oromia have big apicultural potential.



Challenges in honey production and marketing

- Research, input supply & distribution
 - Primary production(*Quality*)
 - Aggregation and transport
 - Processing and value addition
 - Domestic and Export Marketing
- 



➤ Background

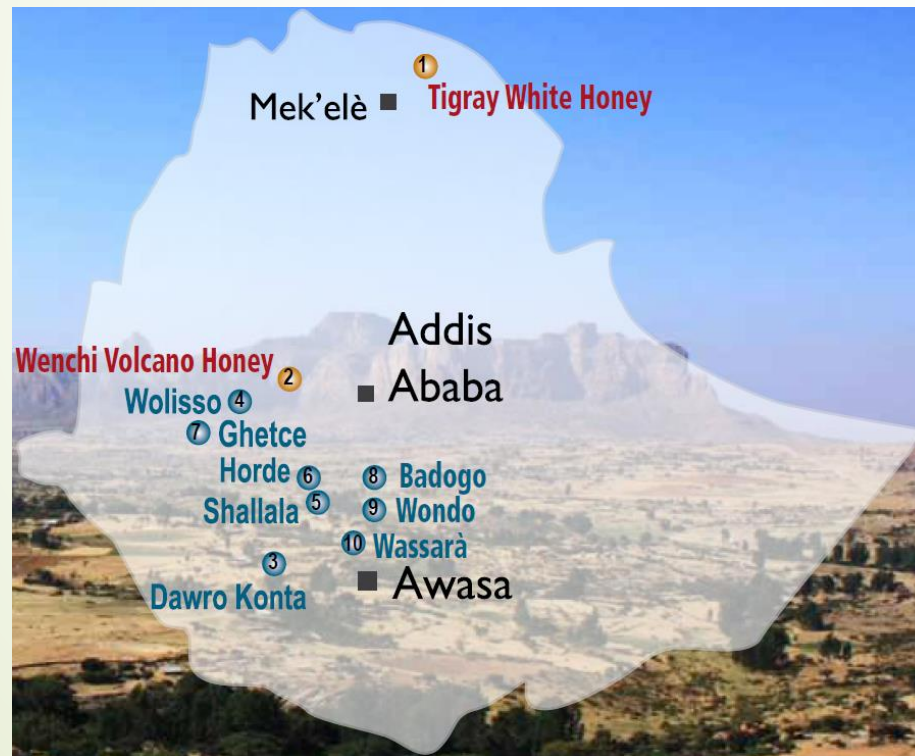
➤ ***Geographical indication (GIs) for honey***

- enables the alliance of producers, processors and traders to defend and promote local specialty products
- develop production chains by involving small producers and preserving their interests through collective action aimed at defining the product, monitoring compliance with quality, and promoting its marketing
- Protecting the origin of products

Why Honey a good product for GI labeling in Ethiopia

► Technical dimension

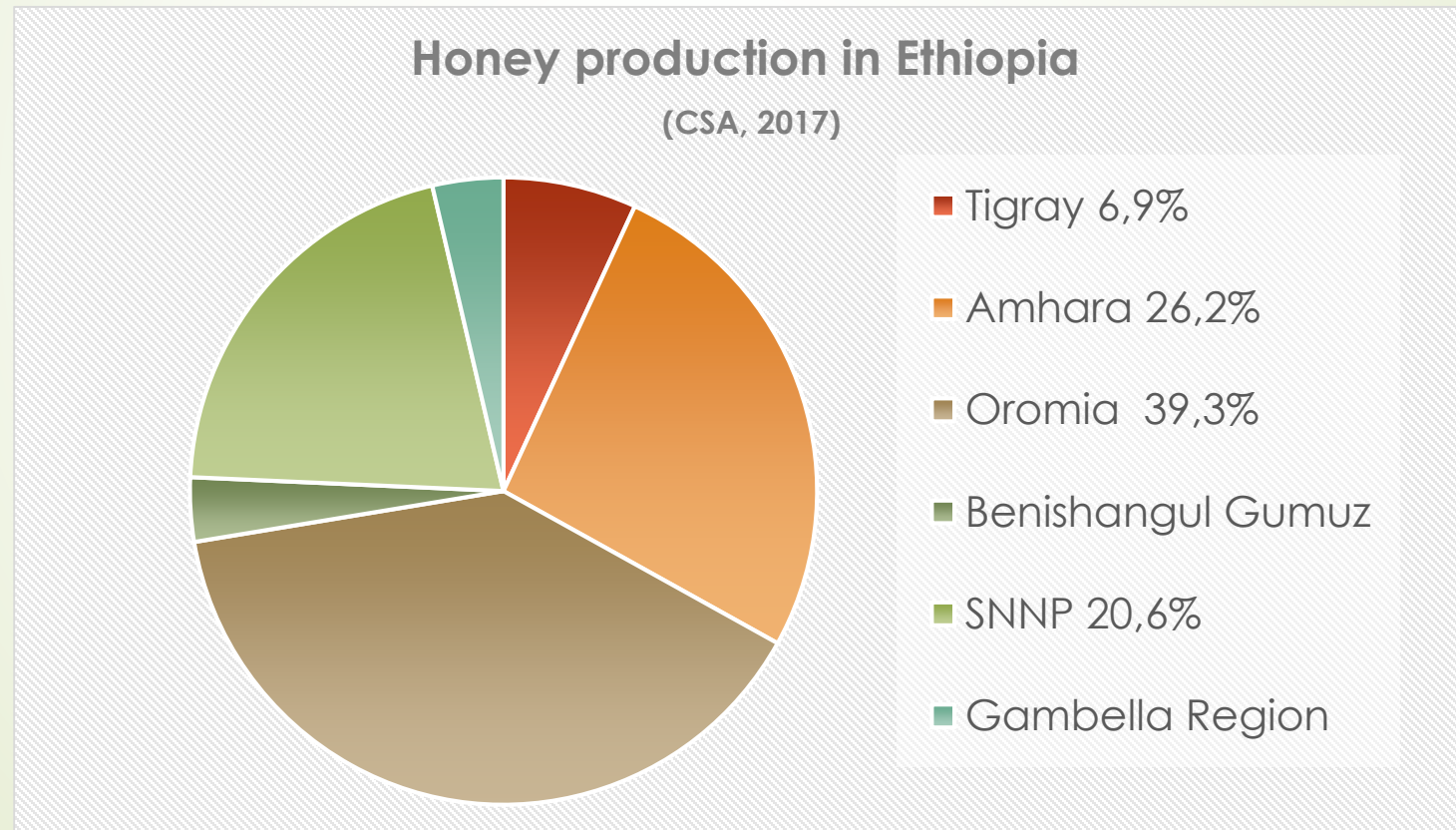
- 1) Availability of many famous Ethiopian Regional Honeys, with typicity and strong links to the local areas of production;



- Tigray white Honey (Wukro area)
- Wonchi Volcanic honey
- Yellow Honey
- Lalibela honey
- Dark brown honey
- Crude red honey
- Yayu fores
- Masha Bonga
-
-
-
- etc

Why Honey a good product for GI labeling in Ethiopia

- Technical dimension
- Regional potential;



Why Honey a good product for GI labeling in Ethiopia

► Technical dimension

► Mono-floral honeys



Why Honey a good product for GI labeling in Ethiopia

➤ Technical dimension

- Traceability and quality control
 - Government provides some guidelines on standards of honey though there is no enforcement.
 - ***Ethiopia has developed honey and beeswax Standards (ES 1202 and ES 1203), which comply with ISO and CODEX Standards***
 - ***Apiculture Resources Development and Protection Proclamation, No. 660/2009 for development and protection of apiculture resources***
 - Ethiopia is listed as a Third Country permitted to export honey and beeswax by the European Commission since 2008 on the approval of residue monitoring plans submitted by third countries in accordance with Council Directive 96/23/EC, notified under document C(2010) 3548 (2010/327/EU).
- Since 2009 Ethiopia has investing a large amount of money to collect samples of honey yearly and send to laboratories recognized by EU and submit the report of analysis.

Why Honey a good product for GI labeling in Ethiopia

■ Technical dimension

■ Traceability and quality control

■ Quality regulation institutions in charge of Ethiopian food quality standards, certification and accreditation are established and can be trained to become operational on Geographical Indications, particularly for external control.

■ Concerned entities could include ***ECAE (Ethiopian Conformity Assessment Enterprise) in relation with ENAO (Ethiopian National Accreditation Office).***

Why Honey a good product for GI labeling in Ethiopia

➤ Commercial dimension

➤ Premium price

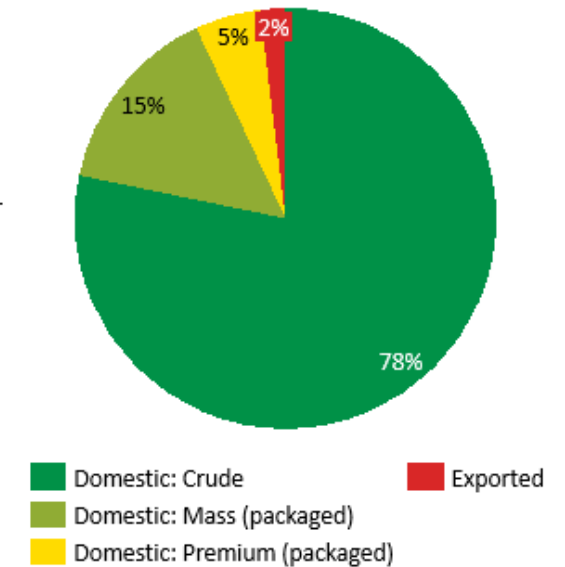
- Local price of honey is high in towns (range from USD 6 to 10 per kg) and relatively low in remote rural areas (range from USD 1.4 to 5 per kg)

➤ Market size

- Around 95% of the honey produced goes to domestic market with about 50% of the honey is used for making honey wine (locally called Tej) at the moment.

Most of production consumed domestically, with 80% used for Tej production and 2% exported

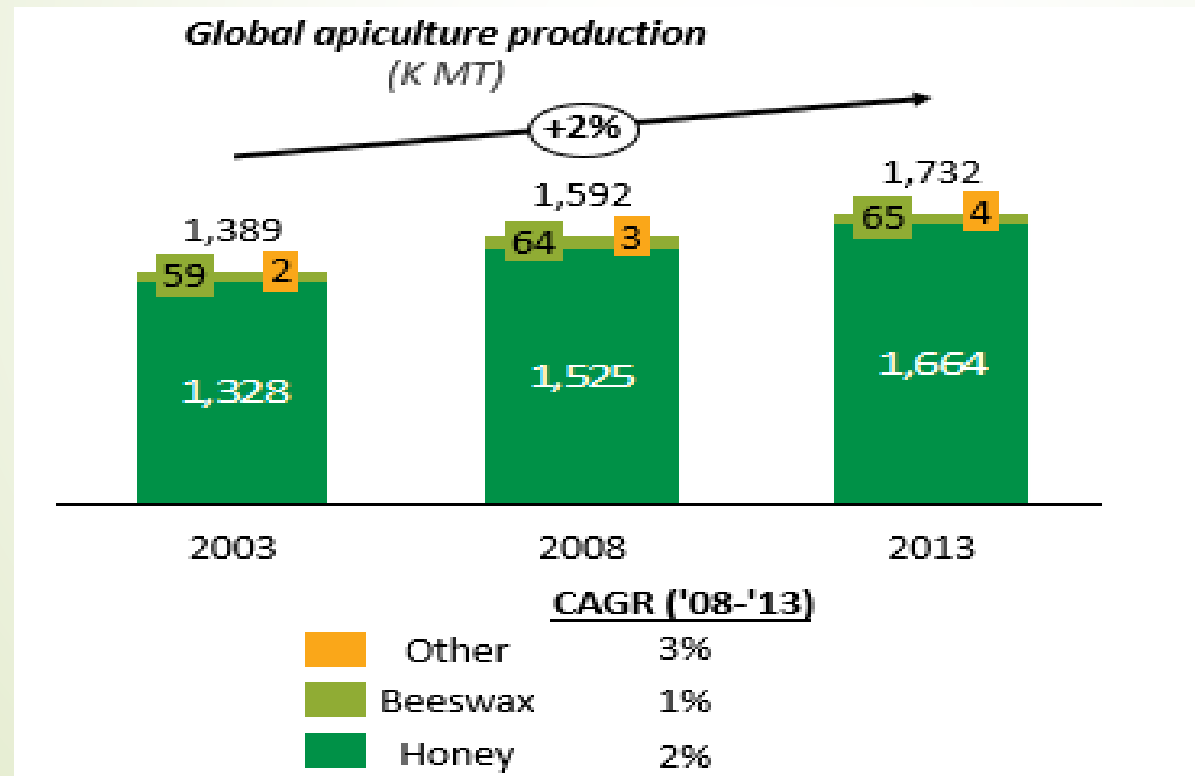
Share of honey marketing in Ethiopia
% of consumption share



Why Honey a good product for GI labeling in Ethiopia

➤ Commercial dimension

- External market demand is recent but growing and with great potential



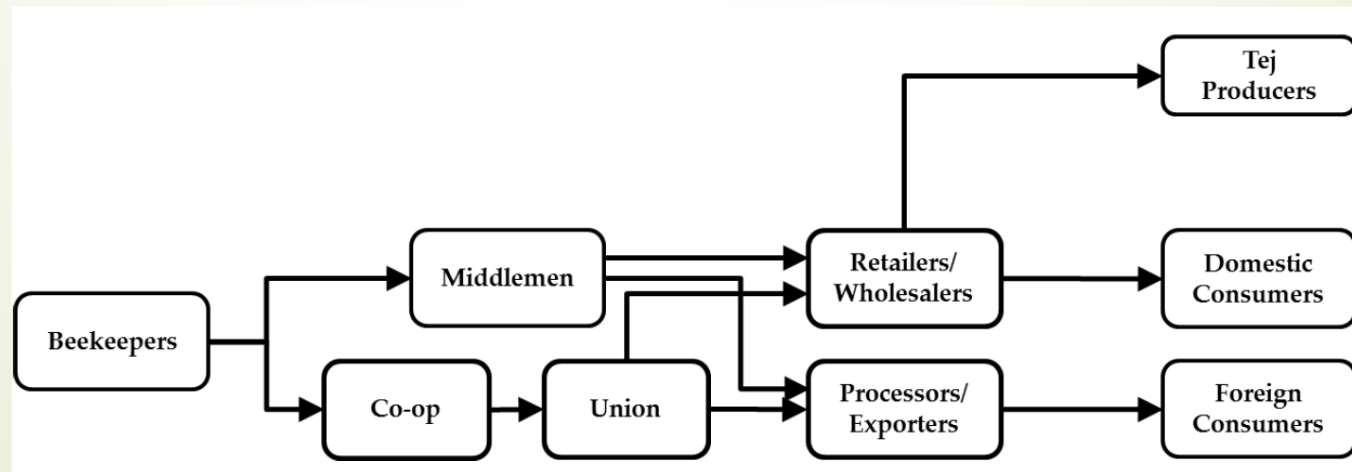
Why Honey a good product for GI labeling in Ethiopia

► Organizational dimension

► Smallholder farmers

- Currently **one out of ten rural households** keep honeybees and the activity makes a substantial contribution to rural income generation.

► Value chain organizations



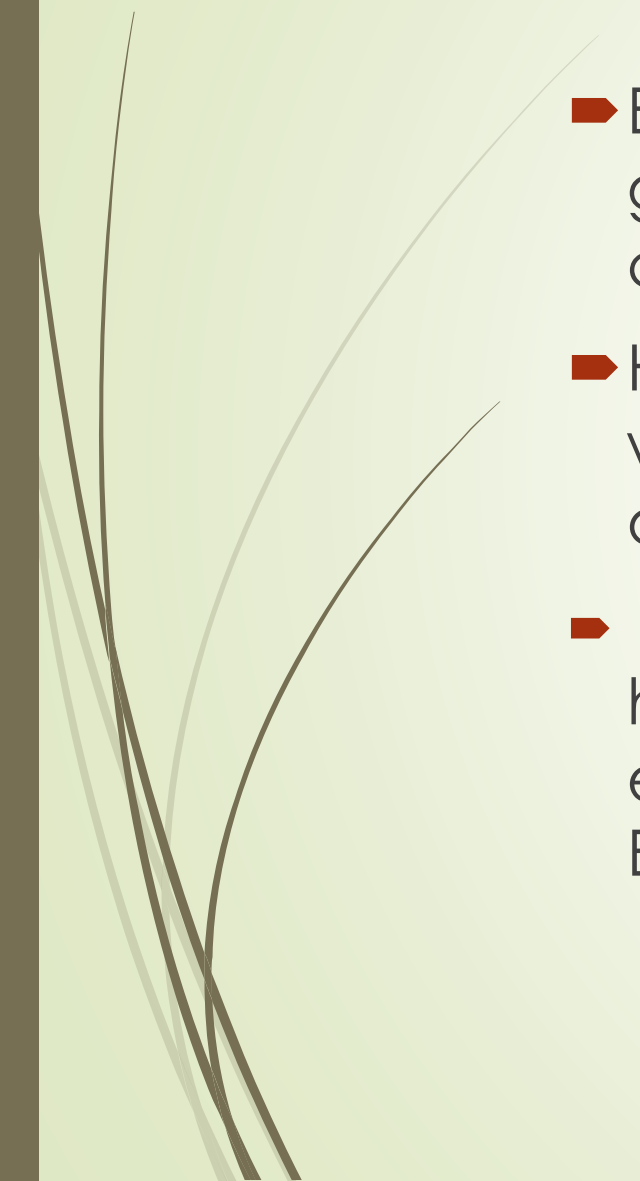
Why Honey a good product for GI labeling in Ethiopia

► **Organizational dimension**

- Public and private support
- The apiculture sector counts with national and international support, incipient certification and dynamic coordinating institutions,
 - Ethiopian Apiculture Board (EAB) as an Apex body to coordinate professional Associations and other stockholders towards the implementation of policies and development activities
 - Encouraging and supporting of Associations like Ethiopian Society of Apiculture Science (ESAS) and Ethiopian Honey and Beeswax Producers and Exporters Association (EHBPEA)
 - NGO's Facilitating conditions for existence of synergic public and private stakeholders (SNV, ACDI/VOCA, FC, MCF etc)
 - Research Centers (Holeta bee Research)



CONCLUSION AND WAY FORWARD

- Ethiopia has a great and diverse potential for geographical indications, based on history, geography, culture and markets
 - Honey as a GIs product has reputation, qualities for which consumers or traders identify a link to their place of origin
 - Despite the existence of difficulties and challenges, honey appears to be a credible candidate for the establishment of new form of land-based labelling in Ethiopia.
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Thank you for your attention !

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Feasibility Study for a project to support
a legal framework on Geographical Indications in Ethiopia and
implementation on one Value chain

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