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**
- Climate, 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

from Grenoble
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;

### Honey production in Ethiopia (CSA, 2017)

- Tigray 6.9%
- Amhara 26.2%
- Oromia 39.3%
- Benishangul Gumuz
- SNNP 20.6%
- Gambella Region
Why Honey a good product for GI labeling in Ethiopia

- **Technical dimension**
- **Mono-floral honeys**

![Images of various honeys](image_url)
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*

- 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.
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 GI's 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 a new form of land-based labelling in Ethiopia.
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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