

Chapter 24

Geographically Indicated Cheeses: From the Europe and Türkiye Perspectives

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ABSTRACT

Geographical indications are an important tool in the cheese industry to emphasize the quality, reliability and uniqueness of products. By taking advantage of the advantages provided by geographical indications, producers can preserve traditional production methods and support the local economy. Consumers can learn more about the origin and quality of cheeses thanks to geographical indications. The main purpose of this book section is to reveal the regional effects of geographically indicated cheeses by indicating the importance of geographical indications. In addition, introducing geographically indicated cheeses has been determined as another purpose. In the first stage, the concept of Geographical Indication (GI) protecting local products will be analyzed through literature review. Then, cheeses that have received geographical indication registration (GI) throughout Europe and in Turkey will be determined.

1. INTRODUCTION

1.1. Concept of Geographical Indication

Geographical indications are signs used to recognize and protect a product that originates from a certain region or is identified with that region. These signs indicate that the product has a special nature of being produced or processed in a certain geographical area. Geographical indications reassure consumers that a product comes from a particular region and has been influenced by certain conditions, traditions, or resources in that region. This can help consumers have more confidence in the quality,

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uniqueness and reliability of the product (Esen, 2016). Additionally, the use of geographical indications can contribute to the protection of local producers and production methods, strengthening local economies and preserving cultural heritage. These signs can also have an important role in terms of tourism and trade by contributing to the promotion of a region. The protection of geographical indications is generally provided by legal regulations and is recognized at the international level. These regulations include various measures to prevent misuse or abuse of geographical indications. In this way, sustainable protection and use of geographical indications is ensured (Şahin, 2013).

1.2. Purpose of the Geographical Indication System

The main purpose of the geographical indication system is to ensure the protection of products specific to a certain region. These products are produced or processed using traditional methods in a specific geographical region and have characteristics specific to that region. Geographical indications provide reliability and quality to consumers by indicating the origin and qualities of these products. Another aim is to ensure that manufacturers of products bearing geographical indications primarily benefit from the protection provided by registration. This allows local producers who traditionally produce or process the product in that region to gain a competitive advantage over others producing similar products. In addition, geographical indications ensure that the production methods and quality standards of a particular product are protected. This preserves the uniqueness and quality of the product by specifying that the product must be produced or processed by specific methods in a specific geographical area.

For the consumer, the desired and expected quality is guaranteed through geographical indications. This gives consumers confidence in purchasing the product and avoids misleading labeling. Protection of geographical indications also contributes to the protection of national cultural values. These signs ensure the protection and promotion of products that reflect the cultural heritage and traditions of a particular geographical region (Mercan & Üzülmöz, 2014).

1.3. Historical Development of Geographical Indications in the World and in Turkey

Although the origin of the concept of geographical indication cannot be precisely determined, there is evidence that it was used by ancient professional groups such as weavers to indicate the geographical origins of products. Especially in Central Europe and England, weavers tried to distinguish their products from others by adding signs indicating their geographical origin to the fabrics or textile products they produced. Similarly, the transportation and sale of exotic products through trade throughout history has also contributed to the development of geographical indications. Especially valuable and rare products such as spices have become more valuable by stating their origins. This has led merchants to use signs to draw attention to the geographical origins of products (Oraman, 2015).

The Paris Convention in 1883 was an important turning point for international patent protection. This agreement aimed to standardize patent rights between different countries and enable inventors to protect their patents at the international level. Previously, if an inventor applied for a patent in one country, he had to apply separately in those countries to protect the same invention in other countries. However, with the adoption of the Paris Convention, an inventor can seek patent protection in more than one country with a single application. This provided a great advantage for inventors in terms of both time and cost and facilitated the international patent protection process. The Paris Convention was an important step

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