

# **Main gaps and technical assistance needs at farmers and processors level**

Working group 1



# WORKING GROUP 1.

## Main gaps and technical assistance needs at farmers and processors level

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### Issues:

- Elaboration of specifications;
- Value chain organization;
- Internal control of specifications
- Competences, external support;
- Marketing information and market access;
- + *Legal protection*



# 1. Elaboration of code of practices

## Gaps

- Lack of understanding of the code of practice
- Lack of knowledge of what needs to be involved in the specification, how to do description of the product
- Lack of familiarity with the concept of GI
- Lack of availability for cooperation
- Lack of concerted approach
- Lack of “ownership” by producers
- Issues: what information should be contained in the code of practice, how to structure, how to phrase it.



# 1. Elaboration of code of practices

## Technical Assistance

- Awareness raising and training for farmers how to describe the product
- Dissemination in local language of the CoP
- Guide to ease the understanding of the legal jargon
- Dissemination of good examples from other countries
- Mediation and facilitation to get producers aware and cooperate. They need to have an understanding of what the system is, what the benefits can be, the trade offs: you have to give up some autonomy but will have protection and economic benefits
- Support to gain concerted approach among producers
- CoP should be produced in collaboration (support) with producers, academia, NGOs
- There need to be made difference between support and decision making (producers need to make the decisions)
- Facilitation to negotiate for decisions
- Study visit can help also the development of capacities to describe the product and write the code of practice



## 2. Value chain coordination

### Gaps

1. Lack of understanding/awareness of the benefits of cooperation  
Lack of understanding what should be the duties/obligations
2. Lack of understanding of the benefits of cooperation after registration (linked to marketing and promotion), non-operational associations
3. Weak linkages among the different stakeholders, institutions



## 2. Value chain coordination

### Technical Assistance

1. Exchange visits/study tours (producer to producer) to see the benefits with their own eyes (but you have to take into account the local background, Slovenia vs Kosovo)
2. Facilitate the identification of services the association can offer and define long term strategies
3. Facilitation of coordination among stakeholders, packaging etc. (like chamber of commerce)



# 3. Internal control

## Gaps

1. Lack of understanding of the positive effects (reputation, effectiveness, common benefit: quality and image). Producers wait for external control, “no need for registration because nobody will control us”
2. Lack of definition of rules and enforcement mechanisms

## Technical Assistance

1. Training, awareness rising about the positive effects of the internal control
2. Capacity building of associations, facilitation of the definition of rules and how to enforce them



# 4. Competences, external support

## Gaps

1. Lack of good practices of environmental, hygienic requirements (let's not use the word “production techniques” but hygienic requirement: if it is a traditional technique that should be kept)
2. Lack of marketing and organizational competences

## Technical Assistance

1. Extension, training, development of support services
2. Transfer of knowledge among themselves, producers to producers, farmers to farmers, processors to farmers



# 5. Marketing, market access

## Gaps

- Lack of market knowledge, marketing capacity, access to information
- Lack of joint activities among different associations and different stakeholders to promote the territory = Loss of resources



# 5. Marketing, market access

## Technical Assistance

- Information on where the products sold, at what price (who should provide this information?)
- Support to develop own markets and distribution channel
- Support to develop a marketing strategy: target markets, prices, volume regulation
- Joint promotion of regional basket



# Legal recognition and protection

## Issues:

- When to ask for protection: earlier or later, it is a strategic movement so producers have to be sure what they do
- It is not good to do it in a rush
- Producers need to be aware of the difference between trade mark and GI
- In the Producers' Association there need to be legal experts



# Cross-cutting issues

- **Lack of partnership between producers and local government.** Insufficient interest from both partners, no recognition of the linkage and benefits
- **Technical assistance:**
- Provision of mix, complementary expertise (local and foreign expertise)
- Improvement of private-public-partnerships, making actors recognizing the multiplier effect
- Strengthening the capacity of local service providers, local NGOs, marketing companies, extension services.

