



"Uvs sea buckthorn" Geographic Indication (GI).

Lessons learnt and experiences

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Uvs sea buckthorn: Name and location



- Uvs province is a home of wild sea buckthorn in Mongolia.
- It covers 29000 km².
- It is named after the name of Uvs province.
- Was domesticated in 1960s.
- Now it is planted in 300 ha.
- Important source of income and nutrition for local people.

Uvs sea buckthorn: Production chain



- Saplings are grown in an open field



- Or in a green house.



- After 1 year, sapling are transferred to the field.



- 800 trees are planted in 1 ha.
- It takes three years for a tree to mature and start giving fruits.



- Sea-buckthorn tree gives fruits for 15 years continually.
- Harvesting starts in October till December when fruits are frozen.



- First year of harvesting a tree gives up to 5 kgs of fruits.
- Each year it increases as a tree gets older and reaches 20-35 kgs in the year of 10-15 years of age.





- Processing starts with crashing the fruit to separate seeds.
- Then hand made separator machine separates oil and juice.



- Oil is produced pure, without any outside additives.
- Juice is added with only sugar.



- Products are sold locally and in Ulaanbaatar.

- 1 kg fruit= 2.5 USD

- 100gr oil= 20 USD

- 500gr juice=0.5 USD



- Highly nutritious rich in vitamin C.

- Very popular for medical use which includes curing cancer, skin problems, burns and digestive tract disorders.

Qualifications for GI:

- Uvs sea buckthorn was registered as a GI in 2007.
- It is a genuine GI product:

Conditions for a GI	Uvs sea-buckthorn j
Typicity / Uniqueness linked to a "terroir"	-Grow under extremely harsh climate (temperature in summer +36 C and in winter - 57 C). -Specific soil quality in the valleys of cold water rivers and salt lake. -Specific locally adapted species of tree -Ethnic social and cultural background of local people.
Geographical limits	UVS province territory
Reputation among consumers/ buyers.	Consumers pay 10-15% premium price compared to similar products.

Product development

- An official GI logo has been issued to use for Uvs sea buckthorn products.
 - A common code of production practices to be pursued by producers and processors being developed.
 - Establishment of an appropriate quality control system is being discussed with Government and other stakeholders.
 - Processing companies are putting efforts to improve traceability of the product.
 - A research work has been initiated by the Research Institute to develop scientific explanation of unique quality properties of Uvs sea buckthorn.
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Producers' organization

- Producers and processors of Uvs sea buckthorn seek for more closer cooperation to monitor end product quality.
- Processing companies have initiated the process and discussing to join their efforts under an umbrella association.



Producers



Processors

Market access and recognition

- A legal protection of Uvs sea buckthorn name has been created through registration it as a GI.
 - Customer recognition and trust to the product is increasing.
 - An increased evidence of joint marketing of producers/processors and government.
 - Non economic benefits of Uvs sea buckthorn has been more known to customers such as planting to prevent from desertification, contribution to preservation of traditional product and etc.,
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Lessons learnt and experiences

- GI appears to be an alternative potential tool to improve the recognition of traditional products rooted on local resources, experiences and knowledge of local people.
 - Further elaboration of GI (such as PDO) have a potential to support development of locally embedded value chains creating better income and employment opportunities for local people.
 - There is a possibility to include ecological sustainability indicators in the code of practices of GI product and link short economic gains with long term ecological objectives.
 - However, there is a lack of knowledge and awareness of GI benefits and implementation at the Government levels.
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Lessons learnt and experiences

- Mongolian Law on Trademark and Geographic Indication has left out some of the key conditions to qualify for GI:
 - Individual person or institution can register GI on their name. It is contradictory with public intellectual property status of GI.
 - Furthermore a common code of practice is not required for GI registration.
 - So it doesn't encourage a collective action of producers and processors.
 - A leading processing company has registered GI on its name and now face unwillingness of other processors to cooperate in pursuing common code of practice to ensure and monitor quality promises in the longer run.
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THANK YOU.

