



إنتاج أفضل، وتغذية أفضل، وبيئة أفضل، وحياة أفضل.

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更好生产、更好营养、更好环境、更好生活。

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Better Production, Better Nutrition, Better Environment and Better Life.

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Amélioration de la production, amélioration de la nutrition,  
amélioration de l'environnement et amélioration des conditions de vie.

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Улучшение производства, улучшение качества питания,  
улучшение состояния окружающей среды и улучшение качества жизни.

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Mejor producción, mejor nutrición, mejor medio ambiente y una vida mejor.

# LOCAL PRODUCTS AND GEOGRAPHICAL INDICATIONS TÜRKİYE RESEARCH NETWORK

(YÖRESEL ÜRÜNLER VE COĞRAFİ İŞARETLERİ TÜRKİYE  
ARAŞTIRMA AĞI-YÜciTA)



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# YÜciTA

-founded by Prof. Dr. Yavuz Tekelioğlu and Prof. Dr. Selim Çağatay October 15, 2012

-main mission is to establish an ideal GI system

---to protect local producersts and consumers

---to support sustainable rural development

---to protect cultural and biological diversity

-within the mission

---to increase GI registrations in Türkiye and to strive for the registration of our GIs by international organisations

# YÜciTA

-composed of

---about 50 active members

---more than 1600 volunteered members

-**active members:** from different geographical regions of Türkiye, from different professions, institutions, organizations and from different expertise areas

---economics, agricultural economics, food engineering, agricultural engineering, public administration, social policy, public relations, tourism management, law, architecture, sociology

---academics; chambers and commodity exchanges; trademark and patent offices; producer cooperatives; chefs; representatives of gross food market chains; entrepreneurs in the food sector; culinary culture researcher; slowfood leaders; press members; consultants in various fields for the private sector and NGOs; researchers in tourism communication, destination management, cultural industry, creative economies and cultural management

# YÜciTA

**-active members take a role in one or more of the following boards:**

Executive Committee

Biodiversity and Organic Agriculture Board

Value Chain and Strategy Board

Gastronomy Board

Food Board

Agriculture Board

Law Board

Rural Development Board

Co-operative Board

International Relations Board

Tourism and Cultural Research Board

Corporate Communications and  
Public Relations Board

**To become a legal entity YÜciTA established an association:**

Local Products and Geographical Indications Research Association (YÜciDER)



## **Unique features of YÜciTA:**

- all active members work voluntarily
- the only civil research actor on GI in Türkiye
- a wide range of specialisations/expertise areas
- member of the OriGIn

## **Type of activities:**

### **A. Scientific**

- nationwide 6 monthly seminars and workshops (with participation of international experts)
- field studies
- YÜciDERGİ
- invited meeting participation
- academic publications
- individual lectures
- preparing research projects

## **B. For Public Sector**

- contribution to preparation process of the new GI law
- contribution to government development plans in the GI relevant areas
- contribution to the last Agriculture Council and decision-making processes
- the introduction of GI courses in the curricula of the relevant vocational schools

## **C. Others**

- press releases
- TV programmes
- newspaper interviews
- preparation and implementation of a comprehensive online GI training programme
- conferences on the day of «local products week»

## **Two recent awards:**

- YÜciTA: honoured with the «Feed the Future award» in Best NGO category  
2022 / Trusted Product Platform
- YÜciDERGİ: selected the 2nd in the Best Magazines and Journals Category  
2023/ Gourmand World Cookbook Award