

DEVELOPMENT OF GEOGRAPHICAL INDICATION IN ALBANIA: A CASE STUDY OF NORTHERN CHESTNUT

Roland Bardhi

Department of Agribusiness, Faculty of Economy and Agribusiness
Agricultural University of Tirana
ALBANIA

ABSTRACT

In recent past, the geographical indication (GI) has emerged as one of the important instrument of industrial property protection. Geographical indications are also considering as a tool to enhance the value of agrobiodiversity products and promote sustainable rural development. Geographical indications establish a connection between products and their territorial identity, and the quality, characteristics, and reputation of origin-based products are essentially associated with their geographical origins.

The main objectives of protection of geographical indication could be summarized as follow:

- The protection of the product name from imitation and misuse;
- The encourage diverse agriculture production and rural sustainability (Soeiro, 2005);
- Helping consumers, giving them information concerning the specific characteristics of the product;

The BiodivBalkans project in Albanian mountains is aiming at crossing environmental injunction of biodiversity conservation with economic objectives of rural development in the poorest part of the country. It aims to create quality signs to support the local activity and to defend the specificity of the local products in the national market and abroad and also, at the same time, to guide the natural resources and other products (like chestnut) value chains support activities.

The chestnut is a good example of this agro biodiversity. The chestnut is an important product, activity and source of revenue for a large number of rural families, although it is in almost all cases a part time activity.

The aim of this paper is to present and discuss the results carried out with chestnut from two potential regions of northern Albania, which is the poorest area of the country. The actual situation in the chestnut area with regard of production and distribution, as well as the biodiversity aspects is presented and specified in this paper.

Keywords: Agrobiodiversity, geographical indications, BiodivBalkan Project, rural development, value chain.