



ETiDOP[®]

Egyptian Trademarks and Industrial
Designs Office Project

Shared marks and Egyptian Food on Slow Food's Ark of Taste





Annex E: Main characteristics of shared marks

Collective marks

Description

- Signs used to distinguish certain valued characteristics common to the products of the members of an association/cooperative e.g. geographical origin, material, mode of manufacture Registered in the trademarks registry
- Typically, the owner of the collective mark is an association/ cooperative of which entrepreneurs/artisans are members
- The owner does not use the mark for commercial purposes, but to advertise and promote the products/services of its members who sell their products under the collective seal

How does a Collective mark work?

- Rules and regulation of use
- ✓ Persons authorized to use criteria for membership
- ✓ Conditions of use (cf. particular features/qualities of the products)
- ✓ Sanctions against misuse
- Authorization to use
- ✓ Membership
- ✓ Application or automatic comply with the rules
- ✓ No licenses
- Control

Cooperation on all stages

- Creation of an association/consortium
- Set of products characteristics and quality standards
- Set of rules to use the collective mark and sanctions for non-compliance with the standards and regulations
- Common marketing and communication strategy
- Possibility for members to use their own trademarks along with the collective mark



Benefits for the smallholders

- Economies of scale (registration cost, advertising campaign, enforcement, etc.)
- Reputation acquired because of common origin or other characteristics of the products made by different producers/traders
- Framework for cooperation amongst local producers/traders
- Collective marks can become powerful tool for local development and harmonization of products/services, enhancement of quality.

Certification marks

Description

- Distinctive signs used to indicate compliance with standards and characteristics pre-established by the owner of the mark (e.g. origin, materials, mode of manufacture, quality, accuracy or other characteristics) but are not confined to any membership
- Registered in trademarks register
- Owner is usually an independent enterprise, institution, governmental entity, etc. that is competent to certify the concerned products

How does a Certification mark work?

- Rules and regulation of use
- ✓ Features of the products that are certified
- ✓ Conditions of use
- ✓ Control
- ✓ Proceedings against unauthorized use
- Authorization to use
- ✓ Anyone who meets with the prescribed standards
- ✓ Not confined to membership
- ✓ Generally: license agreement (fee)
- ✓ Owner not allowed to use
- Control



Benefits for the smallholders

- Adding value strategy
- ✓ The message conveyed by a certification mark is that the products have been examined, tested, inspected, or in some way checked by a person who is not their producer, by methods determined by the certifier/owner
- ✓ Benefit from the confidence that consumers place in users of certification mark
- ✓ Strengthen reputation
- ✓ For consumers: Guarantee for consumers of certain quality. For example, certify that:
 - Product is handmade
 - Certain ecological requirements have been respected in the production procedure
 - No children were employed in the production process
 - Products have been produced in specific geographical region
 - Products are made 100% of recyclable materials
 - Products are made by indigenous group

Geographical Indications

Description

- Sign used on goods that have a specific geographical origin and possess qualities, reputation or characteristics that are essentially attributable to that place of origin.

How does a Geographical Indication mark work?

- Authorization to use
- ✓ Collective right of use
- ✓ Each enterprise located in the area has right to use
 - For products originating from that area → LINK
 - Subject to certain quality requirements
- Link between product and place
- ✓ Place where product is produced (industrial products, crafts)



- ✓ Place where product is extracted (clay, salt)
- ✓ Place where product is elaborated (liquor, cheese)
- Unauthorized persons may not use GIs if such use is likely to mislead the public as to the true origin of the product
- ✓ For not originating from geographical place
- ✓ For not complying with prescribed quality standards
- ✓ Stronger protection for wines & spirits

How does what?

- Government:
 - ✓ Supplies the legal framework
 - ✓ Approves GIs, verifies compliance
 - ✓ “External” (independent) control system + enforcement
- Producers’ groupings:
 - ✓ collectivization
 - ✓ talk to government help define the mandatory specifications to be met “internal” quality control
- The initial external technical, legal, financial and promotional help is essential.

Benefits for the smallholders

- GIs shift focus of production to quality and marketing the products of regional origin
 - ✓ →economies of scale for small producers
 - ✓ → increased production
 - ✓ → local job creation
- Reward producers with higher income in return for efforts to improve quality
- Provide consumers with high-quality products whose origin and mode of production is guaranteed



Risks

- Inconsistent protection
- ✓ Absence of GI system in many countries
- ✓ Civil law
 - Registration
 - Only similar goods
- ✓ Common law
 - Reputation enough (e.g. Champagne in India)
 - Also dissimilar products
- ✓ Additional protection for wines and spirits
- International protection depends on national protection
- GIs may become generic terms



Annex D: Egyptian Food on Slow Food's Ark of Taste

From RAWI's ISSUE 10, 2019

- 'Aqrit': Salted and dried cubes of meat typical of Siwa.
- 'Baladi' rabbits: A local rabbit well adapted to the Egyptian climate and primarily bred for its meat.
- 'Bardaqush': A fragrant herb from the mint family, used for seasoning or as a tea. Cultivated in large quantities in the Sinai area.
- 'Bigawi' chicken: Chickens prized both for their dark flavourful meat, their eggs, and their aphrodisiac qualities. They are traditionally raised by households in Fayoum.
- Egyptian honeybee: Regarded as a 'primary race' from which many other regional honeybee races are derived, the Egyptian honeybee appears on tomb reliefs dating from 2600 BCE.
- Egyptian Nubian (Zairibi) goat: Found in the northeast of the Nile Delta of Upper Egypt, it is both kept as a pet as well as bred for meat and milk production. Today, only a few thousand remain.
- 'Farasheeh': A thin bread traditionally prepared by the Bedouin of southern Sinai as well as by desert populations in other countries.
- 'Fayesh': A breakfast bread from Sohag made of fermented dried and shelled chickpeas or lentils.
- 'Fisikh': A traditional Egyptian preserve of fermented, salted, and dried grey mullet, a saltwater fish that lives in both the Mediterranean and the Red Seas.
- 'Fireek': For thousands of years fireek (freekeh or roasted green wheat) was prepared from countless local wheat varieties. Today, mass-produced freekeh threatens both the traditional production methods and wheat diversity.
- 'Gameed': A type of butter obtained by churning curdled milk. Gameed is commonly used by people in rural communities both at breakfast and dinner, accompanied by local flatbread.



- 'Guimayz': The guimayz or sycamore fig is an ancient tree with a long history in Egypt. It is pollinated by the fig wasps of the Levant and North Africa; however, their extinction makes it difficult for the tree to proliferate today and only a few hundred remain.
- 'Hab al-'aziz': Edible tubers found wild as a weed or cultivated as a crop in the Delta. Consumed by the ancient Egyptians, hab al-'aziz was sold until recently as a snack on street carts at local markets, but the spread of candy and junk food has significantly decreased its consumption.
- 'Habak': A mint variety native to north-eastern Africa, habak is used to make a tea that calms the stomach and promotes digestion. Bedouins in Sinai harvest it from the wild, however, over-collection and a decade-long drought threaten its future.
- Jerusalem sage: Endemic to Sinai, Jerusalem sage is taken as a tea to soothe the throat and stomach, aid digestion and weight loss and alleviate cramps.
- 'Khobeza': A leafy green most commonly cooked into a thick stew, khobeza has grown wild in Egypt since ancient times alongside cereal fields.
- 'Lablab' bean: In Aswan, the green leaves are harvested, washed, torn apart, and submerged together with fried onions in chicken broth to colour it green.
- 'Lasaf': A plant that often grows in the most inaccessible places, taking a foothold in rock fissures and cracks and along the sides of wadis. It is commonly pickled but also used in preserves and jams.
- Matrouh 'kishk': The Bedouin of Matrouh, in north-western Egypt, have their own local version of kishk (described in detail in the text).
- 'Merahrah': The dough for this bread is made from a mixture of wheat, sorghum, and cornflour with added fenugreek, primarily in Assiut in Central Egypt and in al-Sharqiya in the northeast.
- 'Mish': Fermented in brine for several months or years, this cheese is eaten as a side dish in small quantities due to its strong flavour.
- 'Molokheyya': A bitter green when raw, molokheyya is most frequently turned into a soup or stew. The earliest evidence of its consumption dates to the eleventh century BCE but it may have earlier origins.



- 'Roz Wahi': Grown in the oases of the Western Desert of Egypt, this type of rice is used to make a slow-cooked dish called sekoti with fried onions and a broth of meat or chicken.
- 'Rabl': A wild mountain plant used to make tea, rabl' grows in the Sinai region in desert valleys and sandy, alluvial areas. Harvested by Bedouin women for family use or for sale in local camps, it is used to treat colds and body aches.
- 'Regla': Found in many countries around the Mediterranean, regla (purslane) mostly grows wild though some people cultivate it. Usually consumed raw in salad, it was ubiquitous on Egyptian tables but is slowly disappearing for lack of interest from younger generations.
- 'Samn baladi': A clarified butter common in Middle Eastern and North African cuisines. When prepared with cow's milk, it has a golden yellow colour thanks to its high beta-carotene content. If buffalo milk is used, it is usually white with a slightly greenish tinge.
- 'Shamsi' bread: A thick, round sun-leavened loaf traditional to Upper Egypt, shamsi bread may be lost to younger generations who find it easier to purchase pre-made bread or work with instant yeasts rather than use sourdough starters.
- Sinai wormwood: The Arabic names shih and bu'aytharan refer to two species of wormwood used in the Sinai area by Bedouin populations for medicinal and culinary purposes.
- 'Malh' Siwi: Harvested by hand from the salt planes of the lakes surrounding the oasis of Siwa in Egypt's Western Desert, Siwan raw salt is used for pickling olives, salting meat, and in a popular Siwi drink called shneenet. Today, the Egyptian government exports it to Europe to be used in de-icing.
- 'Sorghum bread': A flatbread from Assiut made from sorghum flour, it is approximately 16–18 cm in diameter with a characteristic dark grey colour.
- 'Ta'asabett': Made of animal fat, tripe, and lungs that are dried and wrapped in a long casing, salted and dried again, ta'asabett can keep for a very long time.
- 'Terfas': Desert truffles collected by Bedouins from the vicinity of rockrose bushes where they grow close to the surface. A delicacy unknown outside Egypt's Bedouin



community, terfas can be eaten sautéed with butter, mixed with scrambled eggs, simmered with camel's milk, roasted, or in soups.

- 'Tofahi' olive: A local variety of olive, planted in the Fayoum region in Egypt and excellent for pickling.
- 'Za'tar': An aromatic herb native to the Middle East, za'tar grows in rocky areas of the Sinai Peninsula. It is used by Bedouins to prepare infusions to relieve stomach pains and coughs.
- 'Zallut' bread: Made with sorghum flour mixed with roasted, powdered fenugreek, zallut, thick and with typical indentations on its surface, is produced mainly in the area of Assiut.
- 'Zebda baladi': A raw butter with a strong diacetyl flavour, it is made by churning curdled milk in a goat skin and then separating the butter from the buttermilk.