

# The quality of agri-food products in the Mediterranean area: policy, regulation and economy for the organic and the typical products

## TIBIO-MED

Setting up a joint and multidisciplinary Working Table between experts and researchers delegated by Ministry of agriculture aimed at developing strategies and tools for the recognition, and valorisation of typical and organic products



**CIHEAM Bari (Valenzano-Italy) - 15-16 January 2018**

**Ministry of Agriculture – LEBANON**

Eng. Maya MAKHOUL

**Sector of belonging**

Agro Industries (Typical product)



# Outline

- Regulatory framework of the national system of quality for typical product
- Quality scheme for the agriculture products and foodstuffs
- Productive and commercial aspects of the agricultural products and foodstuffs
- Agriculture productions and foodstuffs imported
- Tools and channels for the promotion of GI products
- Data sources





# **Regulatory framework of the national system of quality for typical product**

1. Inventory on products potentially eligible for PDOs and PGIs in Lebanon. Traditional food (called "Mouneh") linked to the region of production, to the terroir, the landscape. "Mouneh" concept close to the concept of geographical indication products, December 7, 2005.
2. Draft law for Protection of Geographical Indications in Lebanon by Ministry of Economy and Trade, 2010.



# **Regulatory framework of the national system of quality for typical product**

3. Swiss-Lebanese Project on Geographical Indication. The project on “the Protection of Lebanese Geographical Indications” is launched in the context of the conclusion of the Free Trade Agreement with the EFTA states and Lebanon in 24 June 2004.
4. Lebanese standards for traditional foods are basically based on Codex Alimentarius unless particular modifications (e. g. Jams).



# **Regulatory framework of the national system of quality for typical product**

5. "Methodology for an inventory of products potentially eligible for protected designation of origin (PDO) and protected geographical indication (PGI) in Lebanon" (dated on December 7, 2005) is a Swiss project on Geographical Indications in Lebanon in collaboration with the Ministry of Economy and Trade.



# Quality Scheme for typical products

More than 500 national food standards are developed like:

- “Guidelines for the use of non-meat protein products in processed meat and poultry products” (NL 434:2005)
- “Guide for the microbiological quality of spices and herbs used in processed meat and poultry products” (NL 435:2005)
- “Chopped meat” (NL 585:2003)



# Quality Scheme for typical products

- Guide for the microbiological quality of spices and herbs used in processed meat and poultry products (NL 435:2005)
- Mixed spices and condiments (NL546:2005)
- Olive oils (for human consumption)(NL 756:2015)
- Fresh beef, Mutton and goat meat (NL453:2005)
- Minced meat (NL503:2005)
- Luncheon meat (NL583:2003) ....





# **Productive and commercial aspects of the agricultural products, and foodstuffs Types, volumes and values of Geographical Indications**

We don't have any database concerning the internal market and those destined for export, the types, the surfaces and / or the volumes, and the value of the GI productions.



# **Agriculture productions and foodstuffs imported**

No data concerning the types, the volumes  
and values of Geographical Indications



# **Tools and channels for the promotion of organic and GI products**

- Television
- Radio
- Social networks



# Data sources

The main data sources in Lebanon for typical products are Lebanese national standard published by a Public Institute (LIBNOR).

The Lebanese Standards Institution (LIBNOR) is a public institution attached to the Ministry of Industry. It was established by a law giving it solely the right to prepare, publish and amend national standards, as well as to grant the Lebanese Conformity Mark NL.





# Data sources

Lebanese standards (language: arabic) are prepared by technical committees formed by LIBNOR. They include setting the dimensions, conventions, symbols, and the definition of products quality, as well as the methods of testing and analysis. They also include the codes of practice for professional and structural work.

Lebanese standards are voluntary in principle. However, for reasons of public health, public safety or national interest, a standard can be rendered mandatory by a decree from the council of ministers.



# THANK YOU

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