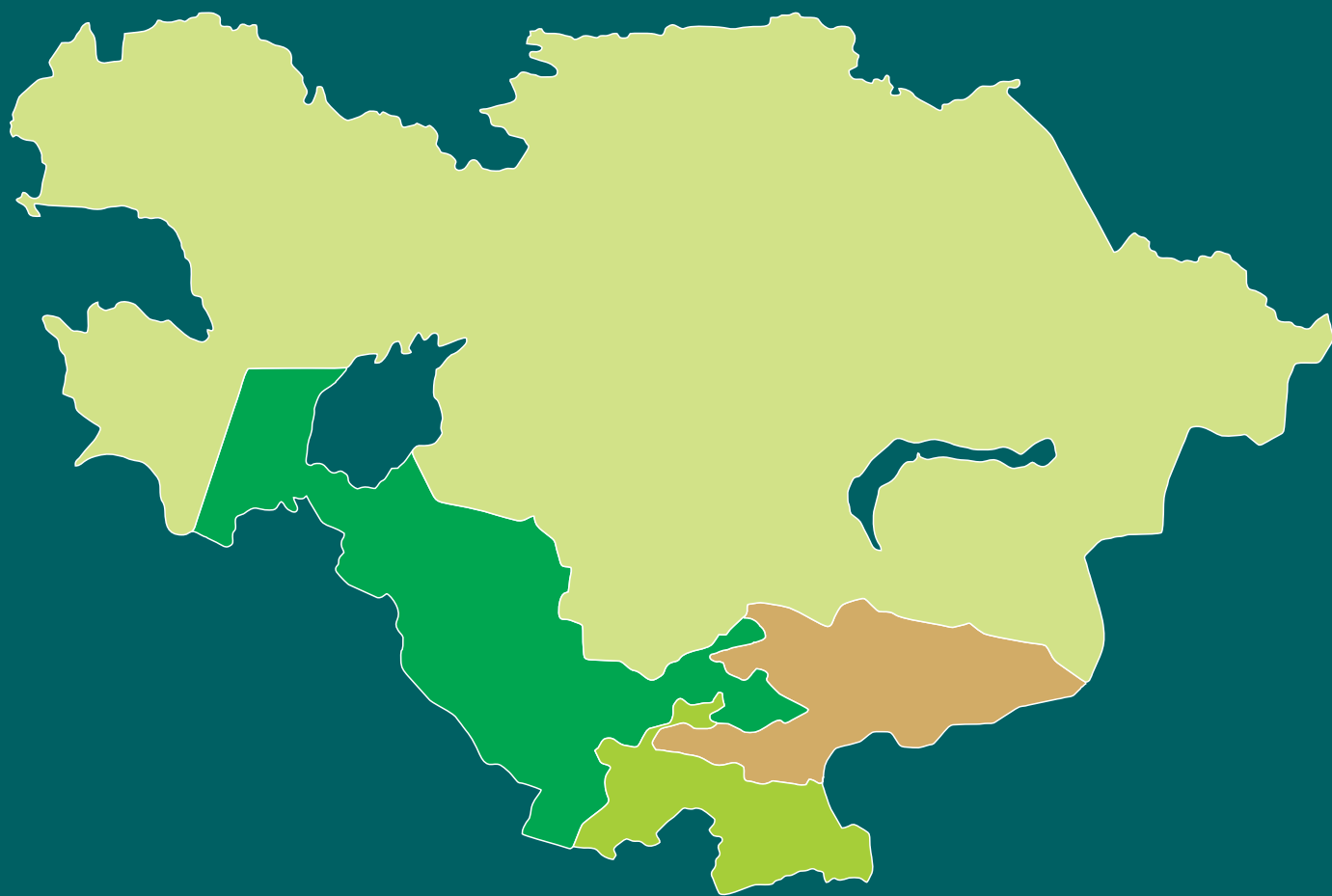


GEOGRAPHICAL INDICATION



CENTRAL ASIA



**Funded by the
European Union**



A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation and characteristics that are primarily due to that origin.

Terroir is a limited geographical area/production area in which the local community has a history /historically formed collective production methods and technologies, know-how, which determined the originality and gave uniqueness, a special quality or a distinctive feature, and eventually gave rise to a reputation for a product that occurs from this area (terroir).

A brief overview of the activities of the "CANDY V" consortium on capacity building in the field of Geographical Indications in Central Asia.

As part of the activities of the "CANDY V" consortium, one of the main components is aimed at increasing the potential of producer groups, relevant government ministries and departments, processors, exporters, experts and consultants of the Central Asian countries in the field of promoting products, increasing its recognition and image of the region in foreign markets.

The initiative covers four countries, namely Tajikistan, Kyrgyzstan, Uzbekistan and Kazakhstan.

Planned activities included:

- Organization of seminars and round tables on capacity building;
- Inventory (selection of potential products) and joint development of feasibility studies for selected GI products;
- Piloting 1 selected GI product per country, for a total of four GI products with the greatest potential;
- Organization of a regional forum on GI to strengthen regional cooperation and a common single approach;
- Raise public awareness through existing regional platforms (eg. CAWG platform: <https://ca-wg.net/>) to disseminate information and create four videos;
- Organization of a study tour to the EU for potential GI operators as well as relevant government departments.



ASHT DRIED APRICOT ASHTAK

Variety	Mirsanjali zard (yellow), surkh (red)
Country	The Republic of Tajikistan
Region	Sughd region

Territory description

- The territory of the district extends from the foothills of the Kurama Range (Boboi-Ob peak, 3768 m) in the northwest and covers the northern part of the plains of the Ferghana Valley from the southeast to the Bahri Tojik reservoir.
- Desert-meadow and meadow soil has been formed in conditions of close occurrence of groundwater.
- The climate in this region is continental with hot, sunny, dry summers and fairly cold winters.
- The Asht massif has a heterogeneous landscape, desert gray-brown stony and light gray soils.

Product description

Dried apricot from Asht "Ashtak", with kernels dried on a tree, sweet with a delicate sour taste and aroma of natural apricot, soft, shriveled, dull, from dirty yellow to light brown, the fruits are not large, oval - flattened.





KHOREZM MELON

Variety	Gurvak, Zar Gulyabi, Karry Kyz, Beshik and Tyrysh
Country	The Republic of Uzbekistan
Region	Khorezm region and Karakalpakstan

Territory description

- Sandy soils of the Khorezm region and the Republic of Karakalpakstan in the floodplains of the Amudarya River, which in ancient times were part of the Khiva Khanate.
- Features of agriculture and cultivation of melons on the soils of "Kair"
- Sharply continental climate of the territory, with hot and dry summers and rather cold winters.

Product description

Khorezm melons have a juicy pulp, a pleasant sweet musky aroma, high sugar content, which is acquired due to the impact of climate, and a high content of soil nutrients in the floodplain of the Amudarya River. Depending on the variety, melons come in various shapes, round, oblong, ovoid and ellipsoid. Khorezm melons often have net skins that are yellow, orange, light green, green, and dark green in a variety of hues.





ALMATY APORT

Variety	Aport Alexander, Blood Red
Country	The Republic of Kazakhstan
Region	Alma-Ata region

Territory description

- Almaty Aport is grown in the foothill zone to the north of the Zailiysky Alatau ridge, at an altitude of 900 to 1700 meters above sea level.
- Soils in the production area are chernozem and loamy, with a high content of nutrients
- The foothill climate has diurnal temperature ranges exceeding 12°C from flowering to harvest.

Product description

Almaty Aport belongs to the late autumn types of apples and is a variety of the most ancient apple tree in the world. Apples have a truncated conical shape. The skin is pleasant, even and smooth, has a beautiful glossy sheen. The fruits are colored mostly red, but have splashes of green and yellow with blurry edges. Almaty Aport is distinguished by its unusual aroma and taste, high sugar content of 13.5%, and large fruits that weigh from 250 - 400 g.





AT-BASHINSKY WHITE HONEY

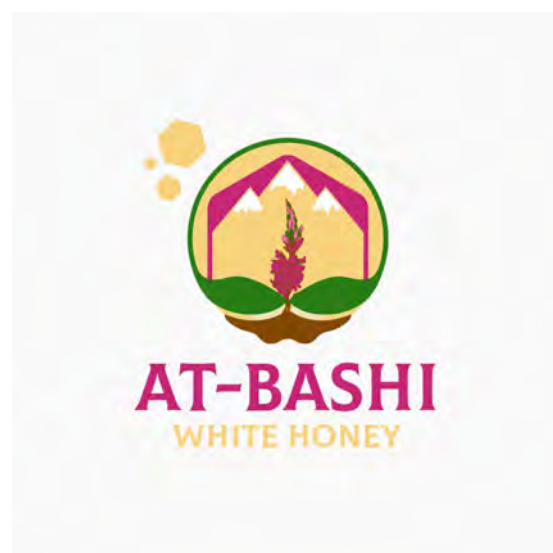
Variety	Mountain monofloral honey
Country	Republic of Kyrgyzstan
Region	Naryn Region

Territory description

- At-Bashinsky district (height 1700 m. and above) is located in the southern part of the Naryn region, borders in the north with Ak-Tala and Naryn regions, in the west - with Osh, in the east - with Issyk-Kul regions of Kyrgyzstan, in the south - with China.
- The mountainous area around At-Bashi and Naryn has an exceptionally well-preserved natural environment.
- Flower esparcet, which is obtained from nectar, grows in an ecologically clean high-mountain zone.

Product description

Sainfoin At-Bashi white honey crystallizes within 10-20 days and acquires a color from watery white to extra-white with white-pearl, banana and beige hues. The texture is soft and creamy with very fine grains. Honey has a soft and light floral smell with a caramel flavor.



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