Ref. Ares(2023)25404 - 03/01/2023

PRODUCT SPECIFICATION

1.1. Name

'Aydın Memecik Zeytinyağı'

1.2. Description of the agricultural product or foodstuff

'Aydın Memecik Zeytinyağı' is a natural extra virgin olive oil obtained from the Memecik variety olives grown in Aydın, with a color ranging from green to golden yellow, with an intense fruit odor, with a pronounced bitterness and pungency The high value of bitterness and pungency, which are the sensory properties of 'Aydın Memecik Zeytinyağı', obtained from the Memecik variety, which is widely grown in the demarcated geographical area has the following sensorial properties.

In terms of fruitiness, the aroma of green almonds, green apples, and freshly mown grass is perceived. The tasting panelist scores are also in the higher ranges for bitterness and pungency.

The amount of free acidity in 'Aydın Memecik Zeytinyağı' is ≤0.8% in terms of oleic acid. Besides, the amount of peroxide should be ≤18 meq active oxygen/kg oil, the total phenolic content should be ≥100 mg/kg. 'Aydın Memecik Zeytinyağı' is rich in luteolin and sterol content. The amount of luteolin, an important phenolic compound, should be a minimum of 45 mg/kg and the total amount of sterol should be >1000 mg/kg.

1.3. Definition of the geographical area

Definition of the geographical area 'Aydın Memecik Zeytinyağı' is produced within the boundaries of Aydın province. Aydın has been an important settlement center since ancient times due to its geographical location. Its neighbors are İzmir and Manisa in the north, Muğla in the south and Denizli in the east. The western region is limited to the Aegean Sea coast. Aydın province has 17 districts. These are Efeler, Bozdoğan, Buharkent, Çine, Germencik, İncirliova, Karacasu, Karpuzlu, Koçarlı, Köşk, Kuyucak, Kuşadası, Nazilli, Söke, Sultanhisar, Didim and Yenipazar.



The Mediterranean climate is dominant in Aydın. Summers are hot and dry, winters are rainy. Snowfall is very rare. The average temperature for many years is 17.6 °C. Annual precipitation is between 580-1000 mm. The average number of rainy days is 80.6, the average precipitation is 677.5 mm/year. In the province of Aydın, especially the air currents coming from the west are effective. The wind direction is mostly east-southeast, followed by southwest and west winds. In terms of climatic conditions and topographic structure, there are two different plant communities in Aydın, namely maquis and forest. Olives, figs, chestnuts and citrus fruits are among the main agricultural products. In the rural area, there are pine and similar species.

There are fertile plains in the central and western parts of Aydın province, and it is on the Büyük Menderes Basin surrounded by mountains to the north and south. The province is established on an area of 8007 km^2. Since the Büyük Menderes valley opens towards the sea, the winds that bring the warm effect and precipitation from the sea can easily reach the interior. In terms of landforms, 21% of the province area is plains, 15.6% plateaus and 63.4% mountains.

The largest river within the provincial borders of Aydın is the Büyük Menderes river, which originates in Afyon and empties into the Aegean Sea from Aydın. Besides the Akçay and Çine tributaries, there are also many streams with varying flow rates in summer and winter. The largest lake of the province is Lake Bafa and is located in the southeast of the Büyük Menderes delta.

1.4. Proof of origin

Aydın Commodity Exchange records on production areas, industrial facilities, processing, packaging and storage. It perfoms the coordination duties of the secretariat and the supervisory authority, too. The basic principle is to carry out periodic inspections and supervision by creating a product tracking and traceability system.

The Republic of Turkey Ministry of Agriculture and Forestry Aydın Provincial Directorate of Agriculture and Forestry is responsible for checking the conformity of the product to the specified criteria. By the authorized bodies following actions should be taken:

• Compliance with the criteria specified in Article 1.2

• Determination of whether the product comes from the geographical area declared in Article 1.3.

• Whether the production methods are made according to Article 1.5

• Compliance of the labeling with the criteria specified in Article 1.8.

• Whether the traceability is provided with the one step forward-one step back principle mandated by the Turkish Food Codex. For this purpose, operators shall be able to identify; (a) the supplier, quantity, and origin of all batches of raw material/or products received; (b)the recipient, quantity, and destination of products supplied; (c) the correlation between each batch of inputs referred to in point (a) and each batch of outputs referred in point (b) (Article 4 of the Regulation (EU) No 668/2014).

1.5. Description of the method of obtaining the agricultural product or foodstuff

Production Method:

Operations related to the production of the raw material and its processing must be undertaken within the defined geographical area. Within the geographical area, the process steps related to the production and processing of the raw material can be listed as follows.

Harvesting Olives: 'Aydın Memecik Zeytinyağı' is obtained from olives that are harvested by hand or machine that will not damage the fruit from the tree and are collected without contacting the soil. As a deep olive so-called, which have fallen to the ground by themselves or have been spoiled by waiting for a long time, are not used.

Cleaning and Washing of Olives: Leaf, twigs, other plant materials, mineral substances such as soil, dust, pebbles and stones are separated by vibration, airflow or sieve. The washing process is holded until the leaves and other substances are completely separated. In the washing of olives, soil, mud and stone are separated by the circulation of pressurized water. The water to be used should be of potable quality, the pollution of the water should be controlled and it should be changed at least twice a day according to the intensity of the process. Washing water should be at a temperature of 30-40°C. In order to prevent the formation of emulsion in the next processing steps, excess water on the fruit surface is removed after the washing process.

Crushing and Crushing of Olives: Crushing is the process of obtaining the pulp from which the oil phase will be separated by breaking the fruit. According to the production technology of the crushing process, disc, hammer or bar, etc. It is made in metal crushers or stone mills.

Kneading of Olives (malaxation): The temperature of the olive paste should be between 23-35°C in order to reduce the viscosity of the oil and to allow the oil drops to combine easily. During the oil extraction process, the dough temperature should be around 30°C and the kneading time should not exceed 1 hour. If water is used in the kneading process, the added water should not exceed 10% of the olive.

Extraction of oil from olive paste: Extraction can be carried out by any of the methods of hydraulic pressing, sinolea / percolation / cold dripping / selective filtration, continuous centrifuge system.

Separation of olive mill wastewater from Olive Oil: At this stage, it is aimed to completely separate oil, water and pulp. In two-phase or three-phase systems, the phases are separated using centrifuges.

1.6. Link

Specificity of Geographical Area

The olive tree grows in regions dominated by mild and rainy winters, dry summers and partially cool and rainy springs. Mediterranean climate is dominant in Aydın. Summers are hot and dry, winters are rainy. Snowfall is very rare. Aydın's climate provides the most suitable conditions for olive production with an annual temperature average of 17.6 °C and an annual precipitation of 580-1000 mm. The average number of rainy days is 80.6, the average precipitation is 677.5 mm/year.

The air currents coming from the west are especially effective in Aydın. The wind direction is mostly east-southeast, followed by southwest and west winds. In terms of climatic conditions and topographic structure, there are two different plant communities in Aydın, namely maquis and forest. Olives, figs, chestnuts and citrus fruits are among the main agricultural products. In the rural area, there are pine and similar species.

Aydın province is established on an area of 8007 km2. There are fertile plains in the central and western parts of the province, and it is on the Büyük Menderes Basin surrounded by mountains to the north and south. Since the Büyük Menderes valley opens towards the sea, the winds that bring the warm effect and precipitation from the sea can easily reach the interior. These winds give 'Aydın Memecik Zeytinyağı' its unique organoleptic properties such as bitterness and pungency and protect the olives against the olive fly during the ripening period. The low damage of the olive fly ensures that the free acidity and peroxide level of olive oil is low. Olive cultivation in Aydın province on the lands irrigated by the Menderes river does not require irrigation. 'Aydın Memecik Zeytinyağı' produced under these conditions gains high fruity aromatic properties.

'Aydın Memecik Zeytinyağı' is produced using the Memecik olive variety traditionally grown in Aydın province. The olive variety is very effective on the phenolic content of olive oil. The total phenolic content of 'Aydın Memecik Zeytinyağı' should be at least 100 mg/kg. Extra virgin olive oils produced from Memecik olives in Aydın province are rich in luteolin. Luteolin is one of the main phenolic substances of olive oil. In studies investigating the biochemical characterization of Memecik olive oils, it was determined that the extra virgin olive oils produced using Memecik olive variety in Aydın province were significantly higher than those produced in İzmir province in terms of total phenolic content. The sterol contents of Memecik olive oils produced in Aydın province were found to be higher compared to the oils produced in İzmir and Muğla under the same conditions. The reason for the high phenolic content of the Memecik olive is that it is very well adapted to the climatic conditions of the region with hot summers and traditionally produced in the province due to its drought resistance.

Human Factos

Olive cultivation in Aydın has been practiced since the Phoenicians, Greeks, Romans, Byzantines, Aydınoğulları and Ottomans because of its economic value. This shows that olive farming and olive oil trade has been done in the region for more than 2000 years. Olive production was encouraged, especially by the Ottomans, and laws and orders were issued for the commercialization of wild varieties. Especially with the construction of the Aydın-İzmir railway, olive cultivation has entered a new era of breakthrough. In this process, cooperatives started. With the "nationalization policy" and support of the Committee of Union and Progress, the National Aydın Bank was established in 1914 and supportive measures were taken.

1.7. CONTROLS

AYDIN COMMODITY EXCHANGE
Ata Mahallesi Denizli Bulvarı No:18 09010 AYDIN
Pbx: +902562115000
Fax: +90256211 63 15
E-mail: www.aydinticaretborsasi.org.tr

In order to ensure the production of 'Aydın Memecik Zeytinyağı' in accordance with the national and international quality criteria in force, necessary information and compliance is followed to other those concerned in production chain, especially producers (buying/selling, manufacturing, storage, marketing, sales and sales locations, etc.)

REPUBLIC OF TURKEY MINISTRY OF AGRICULTURE AND FORESTRY, AYDIN PROVINCIAL DIRECTORATE OF AGRICULTURE AND FORESTRY (Audit Body)/

Contact Information
Adnan Menderes Mahallesi Yahya Kemal Caddesi No : 2 09010 AYDIN
Pbx : +90256 211 30 00 (4 hat)
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Web : http://www.aydin.tarim.gov.tr

Republic of Turkey Ministry of Agriculture and Forestry, Aydın Provincial Directorate of Agriculture and Forestry controls whether 'Aydın Memecik Zeytinyağı' has the characteristics specified in Article 1.2 and whether it comes from the geographical area specified in Article 1.3 and whether it is produced according to the production method specified in Article 1.5. and finally checks whether it complies with the labeling requirements specified in Article 1.8.

AYTB LABORATUVARI HIZMETLERI ANONIM ŞIRKETI (Controlling Institution)
Contact Information
Ata Mahallesi Denzili Kararyolu Üzeri No :18 Efeler / AYDIN
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‘Aydın Memecik Zeytinyağı’ chemical (free acidity, peroxide and phenolic content- luteloin and sterol) and sensory distinctive (fruity, bitterness and color) properties are also defined as inspection criteria and are approved by TÜRKAK of the TR Ministry of Agriculture and Forestry. It is controlled by AYTB Laboratory Services, an accredited institution.

1.8.Labeling

In addition to the compulsory information provided for by legislation on the labelling and presentation of foodstuffs, labels must include the following:

— The name of the designation ‘Aydın Memecik Zeytinyağı’,

— Trade name and address or short name and address or registered mark of the producer,

— European Union PDO logo

2. APPLICANT GROUP

AYDIN COMMODITY EXCHANGE
Adress :
AYDIN TİCARET BORSASI
Ata Mahallesi Denizli Bulvarı No:18 09010 AYDIN
Telphone: +902562115000
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URL : www.aydinticaretborsasi.org.tr
Tax Office and Tax No: Güzelhisar – 1150083762

Aydın Commodity Exchange had been established on the date 10th October 1956 in accordance with the 28th article of the Code on Chambers, Stock Exchanges and Unions with the series number 5174 in the province of Aydın, on a half-official and non-profit basis. It was established for the purposes of dealing with the sales and purchase of the goods that have been presented to the market in the province of Aydın and the determination of the prices of such goods in the market, their registration and their explanations. Among the conditions for membership in its articles of association, the members should be engaged in agricultural products. Amongst its members, there are some who undertake the production of olive oil by using the name 'Aydın Memecik Zeytinyağı' and then exporting this product.

Aydın Commodity Exchange could make offers, present petitions and undertake applications before the relevant public authorities in the subjects of its own field of activity. In case there is an interest of some or all of its members, Aydın Commodity Exchange has the right to file cases on behalf of these members or in its own name. It also has services such as following up implementations that could upset competition in the form of agreements, decisions or coherent activities and to report them to the relevant authorities.

Aydın Commodıty Exchange was established in 1956 and has 600 members consisting of merchandisers and industrialists. It is an occupational organization established to facilitate occupational activities of its members and help them in terms of business development and target market. Most members are companies engaged in processing and marketing of agricultural products.

Aydın Commodity Exhchange has applied for the PDO registration of 'Aydın Memecik Zeytinyağı'. This institution follows 'Aydın Memecik Zeytinyağı' producers and observes the activities of their members.

T.R. Aydın Commodity Exchange has appointed Elif Benan Güven and/or Huriye Kayabaşı (ÖZENER TRADEMARK & PATENT CONSULTANCY OFFICE) to apply for the registration of " Aydın Memecik Zeytinyağı" for a PDO. Here is the General Power of Attorney;

3. TURKISH REGISTRATION OF 'AYDIN MEMECIK ZEYTINYAĞI '

It was announced in the Official Geographical Indication and Traditional Product Name Bulletin of the Turkish Patent and Trademark Office of the Republic of Turkey, dated 01 October 2020 and numbered 86, that 'Aydın Memecik Zeytinyağı' was registered as PDO.

https://online.turkpatent.gov.tr/trademark-search/pub/#trademark_result_detail

ÖZENER
MARKA & PATENT DANIŞMANLIK OFİSİ
Her Marka Tescil, Her Tescil Bir Danışman İster ...

GENERAL POWER OF ATTORNEY

I have appointed Elif Benan GUVEN , the Trademark and Patent Attomey and/or Huriye KAYABASI who are located in OZENER TRADEMARK &PATENT CONSULTANCY OFFICE (ÖZENER MARKA PATENT DANIŞMANLIK OFİSİ) established in accordance with the Turkish govemmental laws, with the adress of a Balgat Mah. Ziyabey cad. Fen Apt. No:32/7 Postal Code: 06520 Çankaya/Ankara/TURKEY, to apply for the registration of my own industrial designs, trademarks, patents, utility models,desginations of origin and geographical indications to Turkish Patent and Trademark Agency and the European Commission, to engage with the interested parties in appropriate consultations and/or to reach an agreement with the interested parties within the – limit set if an abjective to the proposed registration is found admissible by the Commission, to object to the registrations, published in the Official Journal European Union, which jeopardise the existence of my own industrial desgins, trademarks, patents, utility models, desginations of origin and geographical indications by lodging a duly substantiated statement with the Commision within the time-limiting set permitting objection, to do the necessary updates of the registrations of my products, to make the necessary changes of my title, adress band etc.. to pay the fees for submission, application, registration and the other procedures, to be authorized to follow all the process and procedures of transfer operations granted or recieved with the approval of notary by me about the registrations of industrial design, trademark, patent and utility models, to ask the restrictions on the list of goods and services related to the trademark registrations, to apply for international registrations and to follow all the operations about the proposed international registrations, to ask cancelling, to be authorized to follow and do all the transactions related to the notary, to be authorized to sign and notify all necessary documentations, declarations, letters of application and forms which are lodged with Turkish Patent and Trademark Agency, European Patent Office, European Commision, the other international Patent Institutes and WIPO, to apply the related Turkish competent authorities and official departments to protect my rights and to be authorized to depute the others to do all the issues concerned above …./…./2019

Neslihan GÜVEN
Genel Sekreter

Fevzi CONEVİ
Yönetim Kurulu Başkanı

Title of the Company	: AYDIN TİCARET BORSASI / AYDIN COMMODITY EXCHANGE
Adress	: ATA MAH. DENİZLİ BULV. NO:18 EFELER- AYDIN / TURKEY
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Tax Office and No	: GÜZELHİSAR TAX OFFICE 1150083762

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4. PROOF OF PROTECTION IN THE COUNTRY OF ORIGIN



TÜRK PATENT

TÜRK PATENT VE MARKA KURUMU

COĞRAFİ İŞARET TESCİL BELGESİ

No:535 - Menşe Adı

AYDIN MEMECİK ZEYTİNYAĞI

Tescil Ettiren

AYDIN TİCARET BORSASI

Bu coğrafi işaret, 6769 sayılı Sınai Mülkiyet Kanunu kapsamında
04.03.2019 tarihinden itibaren korunmak üzere
17.09.2020 tarihinde tescil edilmiştir.

Prof. Dr. Habip ASAN
Başkan

(TURKISH PATENT AND TRADEMARK OFFICE)

REGISTRATION CERTIFICATE

FOR GEOGRAPHICAL INDICATION

No: 535 – Origin Name

AYDIN MEMECİK ZEYTİNYAĞI

(AYDIN MEMECİK OLIVE OIL)

Registrant:

AYDIN TİCARET BORSASI

(AYDIN COMMODITY EXCHANGE)

This geographical indication has been registered on 04/03/2019 in order to be protected as of 17/09/2020in the scope of Intellectual Property law no. 6769.

(signed)

Prof. Dr. Habip ASAN

President

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