SPECIFICATION

Responsible Department

Name: Turkish Patent and Trademark Office
Address: Hipodrom Caddesi No:13 (06560) Yenimahalle ANKARA TÜRKIYE
Tel: +90 312 303 10 00
E-mail: cidb-ab@turkpatent.gov.tr

Applicant Group

1. Name: Hüyük İlçe Tarım ve Orman Müdürlüğü (Hüyük Provincial Directorate of Ministry of Agriculture and Forestry)
   Address: Bahçelievler Mahallesi Mevlana Caddesi Hükümet Konağı No:89/4 Hüyük KONYA TÜRKİYE
   Tel: +90 332 543 11 50
   E-mail: huyuk@tarimorman.gov.tr
2. Name: Hüyük Organik Çilek Üreticileri Birliği (Hüyük Organic Strawberry Producers Union)
   Address: Bahçelievler Mahallesi Belediye Eski Hizmet Binası No:3/1 Hüyük KONYA TÜRKİYE
   Tel: +90 544 489 39 43 ; +90 505 228 10 40
   E-mail: muhammedözer@hotmail.com; mehmetbilgi55@hotmail.com

1. Name of the product

’Hüyük Çileği’

2. Product Description

The protected designation of origin 'Hüyük Çileği' may be used for fresh fruits of the Albion, San Andreas, Sweet Ann and Portola strawberry varieties and their variants.

‘Hüyük Çileği‘ has the following main characteristics:

1. Physical characteristics:
   - Well-shaped, uniform and medium-firm in firmness.
   - Size: Medium-large in size, 20-40 mm diameter, 20-40 mm length.
   - Weight: 20-26 g (average: 23 g)
2. Organoleptic characteristics:
   - Appearance: bright, red / light red coloured inside and out.
   - Texture: the flesh is medium-firm, fresh and juicy.
   - Taste and smell: Balanced acid-sugar ratio and very sweet taste. Pleasant and aromatic smell.

3. Chemical characteristics:

— The acidity is approximately 0,91 g/100 g.

— The sugar/acid ratio is approximately 8,5.

3. Definition of the geographical area

The geographical area is the Hüyük District of Konya Province in southwest-central part of Türkiye.

4. Proof of origin

'Hüyük Çileği' is produced from the Albion, San Andreas, Sweet Ann and Portola strawberry varieties and must be grown and harvested exclusively in the geographical area.

Inspections are carried out by the inspection authority to be formed under the coordination of Hüyük District Directorate of Agriculture and Forestry and with the participation of experts from Hüyük District Directorate of Agriculture and Forestry and Hüyük Organic Strawberry Producers Union. Inspections are be carried out three times a year by the inspection authority. At least two of these inspections are carried out in June, July, August and September when 'Hüyük Çileği' is harvested and exported. In the audits, the strawberry varieties used in production, the production method, the physical and organoleptic characteristics of the product and the use of the logo are inspected. In case of complaint and if deemed necessary, the chemical characteristics of the product are analyzed for control purposes. The analyses can be done at Konya Food Control Laboratory Directorate. Producers must register with the Ministry of Agriculture and Forestry Farmer Registration System in order to produce and export 'Hüyük Çileği'. The Farmer Registration System provides convenience in controlling the producer and production follow-up within the borders of Hüyük district. Hüyük District Directorate of Agriculture and Forestry is obliged to make the necessary applications to take the necessary legal action against the persons and institutions that are found to be not complying with the procedure during the inspection.

The identifying logo of 'Hüyük Çileği' must be included on all labelling of the registered product name.



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

In autumn, the empty field, which has not been cultivated a year before, is plowed at a depth of about 30 cm with a plow. Depending on the soil analysis made before planting, base

fertilizer is applied when necessary and in the amount required. Then, the second tillage is done at a depth of 10 cm with a combination of cultivator and harrow.

In October-November and April-May, seedlings are planted by hand, on 20-40 cm rows and 5-6 cm deep, in lines opened with a tractor with 80-100 cm row spacing. Sowing is done when the soil is tempered and watered with fertilization.

For weed control, hoeing is done once or twice. When the plant begins to branch out, the branches are cleaned if possible. Other maintenance works such as irrigation, spraying, fertilizing are done on time. If 'Hüyük Çileği' is to be grown organically, preparations in accordance with organic farming regulations are used.

'Hüyük Çileği' is obtained from Albion, San Andreas, Sweden and Portola varieties. Every 4 years the seedlings are replaced with new seedlings that are free of disease. During the production years, seedlings can be produced and planted again by the producers from stolon branches.

Harvested products are brought to the collectors by the producers. Products to be consumed fresh are stored at +4 °C after pre-cooling at +2 °C for 20 minutes. It is then put on sale in 0.5 kg, 1 kg, 2.5 kg and 4 kg crates and plastic containers according to demand.

6. Link

The link with the geographical area is based on natural factors (soil, climate) and human factors (local knowhow) that are characteristic of the geographical area.

Specificity of the geographical area

Although the district has a transitional climate between the Mediterranean and continental climates, it is also under the influence of the microclimate conditions created by the Beyşehir Lake in the south and west, and the Sultan Mountains in the north and east and its extensions.

Due to the fact that the district is bordered by Lake Beyşehir, which is one of the important freshwater areas of Turkey, and there are small streams that carry the rain water of the mountainous land in the north and east to Beyşehir Lake, the humidity level in summer does not fall below 60%.

In Hüyük district, the soil is between 6.5-7.5 pH, low in salinity, sandy, clay loam texture. The soil structure is medium-textured and easy to work. It contains approximately equal proportions of sand, clay, silt. Water holding and air capacity are good, drainage and water permeability are sufficient.

Human factors

With the regular use of farm manure in each planting period, the soil is enriched in terms of organic matter.

Specificity of the product

The specificity of the strawberries arises particularly from their very strong flavour and smell. Furthermore, 'Hüyük Çileği' is characteristically sweeter compared to fruit from other regions.

Causal link

The link between the geographical area and the specific quality of the product derives directly from the conditions in which the strawberries are produced.

The microclimate caused by the Beyşehir Lake, on the shore of the district, and the mountains surrounding it, meets the temperature, humidity, precipitation, sun and chilling requirements of 'Hüyük Çileği' and protects the strawberries from frost damage.

Humidity does not fall below 60% in summer. The humid environment ensures that the water loss is kept at minimum levels in the temperatures during the ripening period of the strawberry and reduces the risk of sudden ripening. The low level of this risk ensures that the glucose, sucrose and fructose ratio of the strawberry is balanced and the acidity remains at the normal level. As a result, fruit flesh gains firmness, juiciness and slightly tart taste.

The hot weather between June and September causes the increase of phenolic substances which develops the red colour of the fruit. Between these months, the temperature is between 30-40° C that promotes the sugar production of the fruit and gives it a sweet taste.

With the regular use of farm (animal) manure in each planting period, the soil is enriched in terms of organic matter. This affects the size of the 'Hüyük Çileği'.

'Hüyük Çileği' does not contain heavy metals because the soil is poor in terms of heavy metals and environmental pollutants are low.

7. Name and address of the authorities or bodies verifying compliance with the provision of the specification [Article 11/*R.510*]

Name: Hüyük Provincial Directorate of Ministry of Agriculture and Forestery
Address: Bahçelievler Mah. Hükümet Cad. No:16 42690 Hüyük KONYA TÜRKİYE
Tel: + 90 332 543 11 50
E-mail: huyuk@tarimorman.gov.tr