

# AETER CONGRESS

## Dakar 11-12 November 014

**Kishk sa'eedi, intellectual property  
rights for the Egyptian producers  
and market  
access to the EU**

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EGYPT**

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- What is KS?
- What AFTER brings to KS of Egypt
- Promoting KS production/consumption
- A win-win situation for producers and industry
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## What is Kishk Sa'eedi ?

Kishk Sa'eedi (KS) is a wheat based traditional product made from fermented buttermilk and crushed whole wheat grains. KS is an important component of the traditional Egyptian food system. The traditional final product is available in the form of small dried balls or nuggets that are light in weight, which present a smoothed or a rough grainy surface. The color, a light beige, reflects the combined natural colors of the wheat and milk ingredients. Classified as a cereal based product and a functional food, KS is produced and consumed in 5 governorates of the South of Egypt.

## Kishk Sa'eedi is:

- A deep rooted ancient artisanal product
- Home produced for family and friends
- Not marketed (less than 4% of reaches market)
- Possesses original features
- A low cost protein source
- Has health attributes



F T E R

# Carte Administrative des departement de l'Egypte

*African food tradition revisited by research*

*Project coordinator : Cirad  
www.after-fp7.eu*





## Kishk Sa'eedi from El Minia



انت فرخه بكه ليلته كانه	٢٢	الكرة	الكرة
		١/٤	الغزبية



الموقع العائلي  
معظم صمم الوالد العربي في شفق الكثر الشمالية من دائري في الجوزة  
التي تتركها في

مستقيم	يصل من العاصفة	البحر
شبل طارق	والتي في الظاهر	البحر
مضيق	يصل من البحر البحر	البحر
ماء الحفلة	والبحر عن والبحر البحر	البحر
مضيق	يصل من البحر البحر	البحر
البحر	والبحر والبحر البحر	البحر
قناة السويس	تصل من البحر البحر	البحر
	والبحر والبحر البحر	البحر

ترتبه  
شباب  
البحر  
عشيرة

البحر  
البحر  
البحر



## What AFTER bring to KS

- Improved production method especially for quality and safety
- Valorization of a traditional food product
- Widened sensory acceptance and in turn market opportunities
- Increased options for applying modern food processing technology through re-engineering
- Provide the data for registration and IP protection
- Addressed issues facing IP protection at local, regional and global levels
- Advised on strategy for access to local and EU markets
- Protected the lifeline for poor families while fulfilling AFTER aims
- Allowed adoption of 2 tracks to benefit both local population and the food industry

# The value to Egypt of promoting KS production/consumption

- Improves food and nutrition security
- Income generation and poverty alleviation
- Developmental impact and economic impact
- Boosting the food industry with food products
- Adding a new tourism product to the tourist industry (gastronomic and rural tourism)

## **Supportive strategy for dissemination and protection of KS in Egypt and abroad (1)**

- Ensure avoiding the risk of depriving poor families from consuming KS – a low cost source of proteins
- Valorization of the product
- Document cultural heritage on KS (Bib Alex)
- Production of Egyptian standards for KS (EOSQ)
- Application for certification and food quality labels (IMC)
- Registration with SLOW Food International

## **Supportive strategy for dissemination and protection of KS in Egypt and abroad (2)**

- Introduce KS to the 21<sup>st</sup> Century consumer (Association of Chefs of Egypt)
- Introduce KS to Gastronomic Catering (Chamber of Tourist Establishments)
- Introduce KS to tourist industry: (Ministry of tourism)
- Rural Tourism programs (Ministry of Agriculture)
- Free hand given to local and EU food industry for innovation in food products derived from KS
- Use of KS derivatives in the school-feeding program

## **Towards an enabling IP protection environment**

- Establish legislation for the Geographic Indication Label (M of Agriculture)
- Update the law governing the Productive Agricultural Cooperative (M of Agriculture and the ENCC)
- Overcome the weak IP protection system in Egypt by creation of an Egyptian accreditation system for food quality labels (proposed since 2010)
- Add IP for agro-food products to the Arab League programme of IP protection
- Advocate for Egypt to join the regional and international IP protection instruments

## **A win-win situation for producers and industry has shown what-**

the local producer can gain

the local food industry gains

the EU food industry can gain

## In conclusion

- Added value is brought into an old traditional product
- KS and derivatives are introduced to 21<sup>st</sup> Century
- Low cost high quality food for school children
- Assured continuity in the production of KS
- Developmental returns enhanced
- Strategy for increasing economic returns at micro level initiated
- New products offered to the tourist industry
- Food industry can innovate with new KS derived products
- Plans for dealing with identified challenges facing access to EU markets are under way

## Some next steps

- The AFTER teams to continue to work with the concerned government authorities and CSOs to apply and benefit from AFTER results
- Continue strengthening domestic legislation for IP protection
- Continue Euro-Mediterranean accreditation and certification procedures
- Implementation of a *Sui generis* protection system as an interim measure
- Work towards integration of the AFTER outcomes in national food/nutrition security plans



Maybe Egypt can report on achievements  
of what AFTER had initiated at the 2<sup>nd</sup>  
AFTER CONGRESS.....



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THANK YOU

