



# Hasi goat Value chain and GI Developing process

Petrit Dobi,  
RASP

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# Hasi Goat

*Adopted to harsh climate and extensive management*

*Strong animals and resistant during winter season*

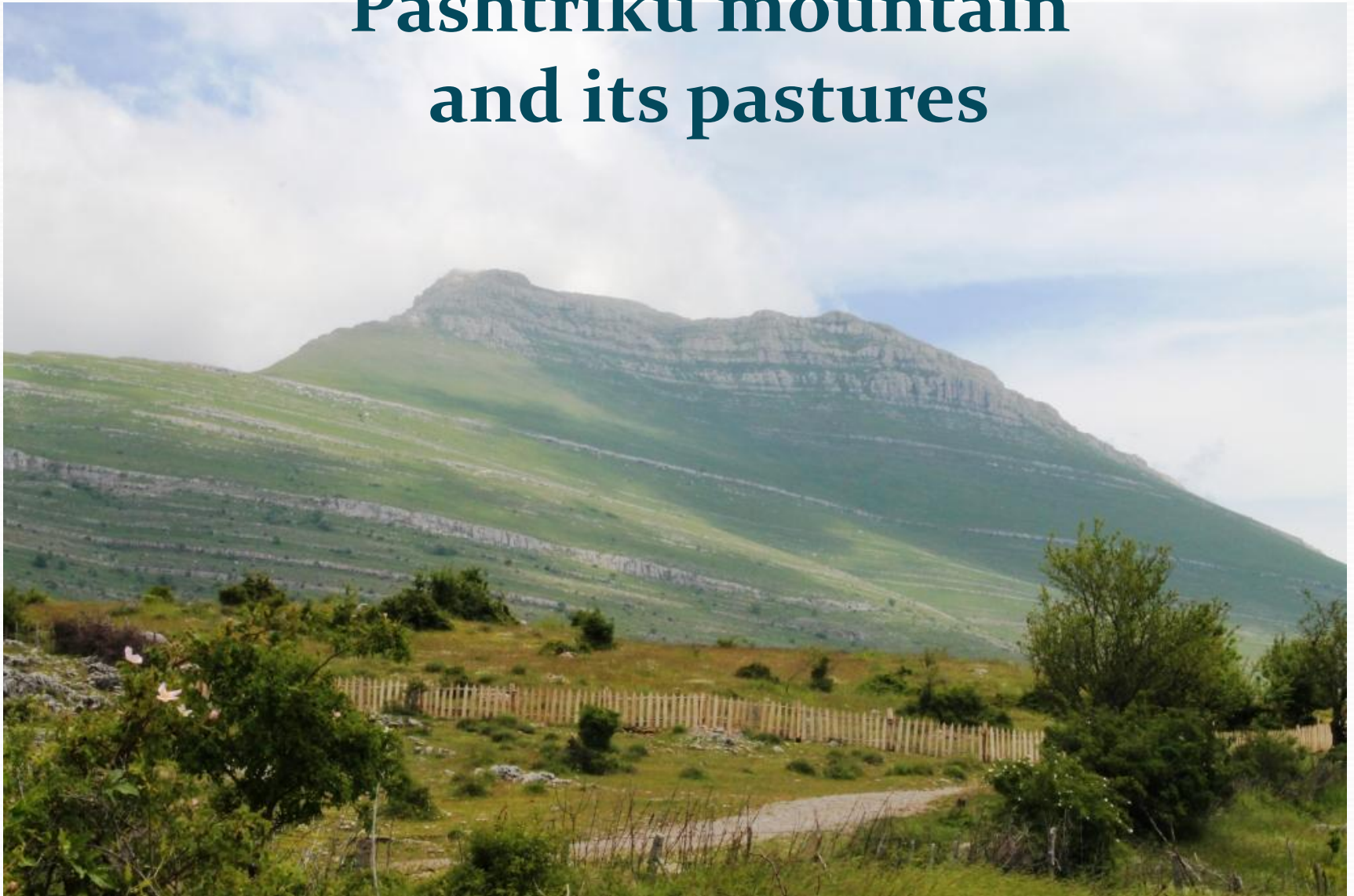
*Well developed body, long legs, and well development udder*

*Long reddish hairs, curled backward horns, big pending ears*

**Hasi goat is known for the quality of  
the kids meat**

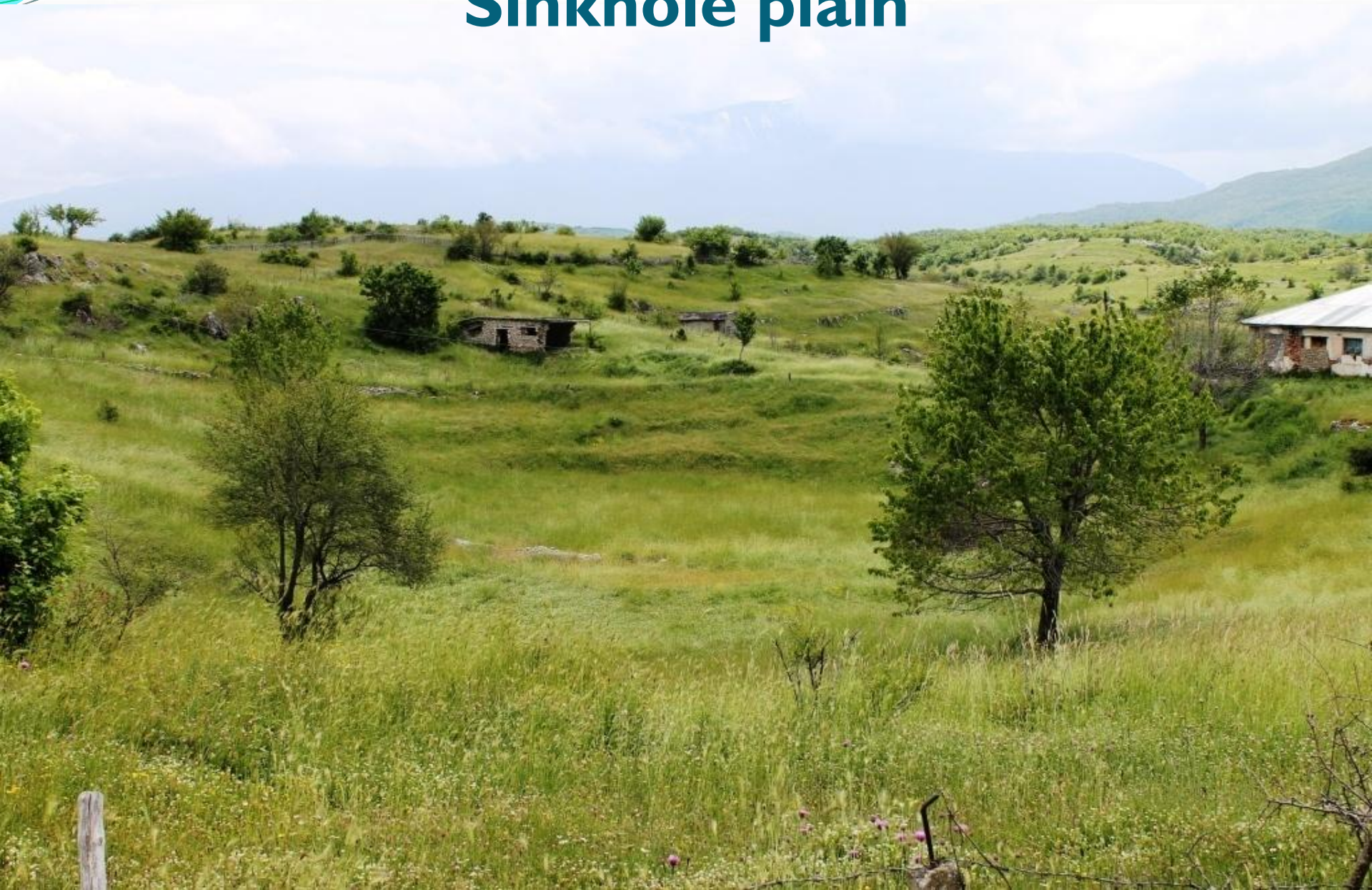


# Pashtriku mountain and its pastures





# Sinkhole plain





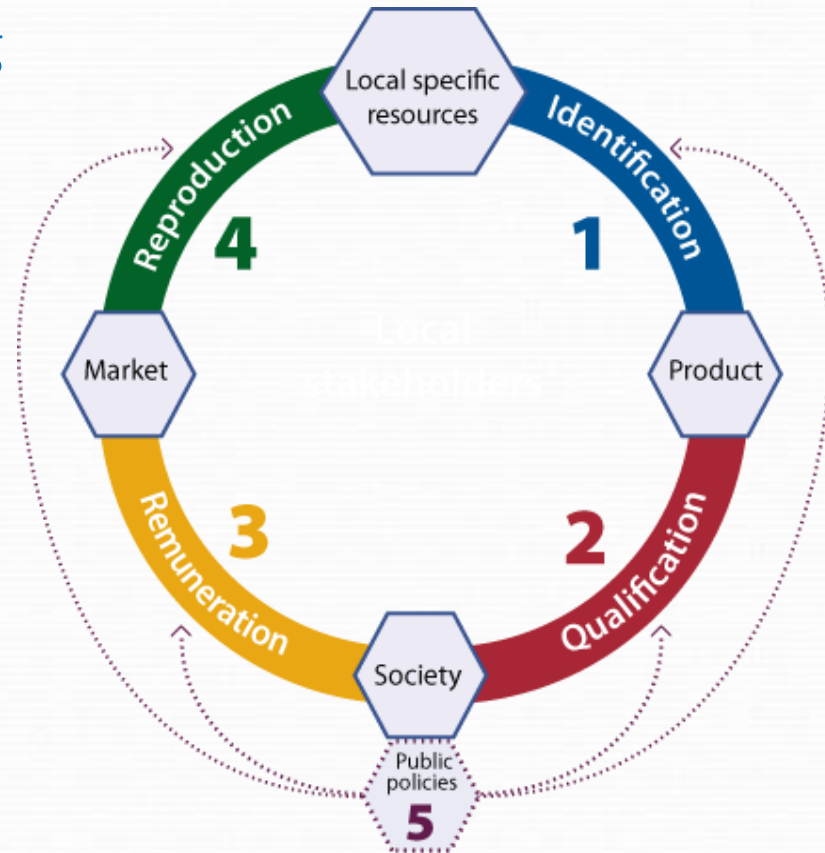






# Cycle for GI building process

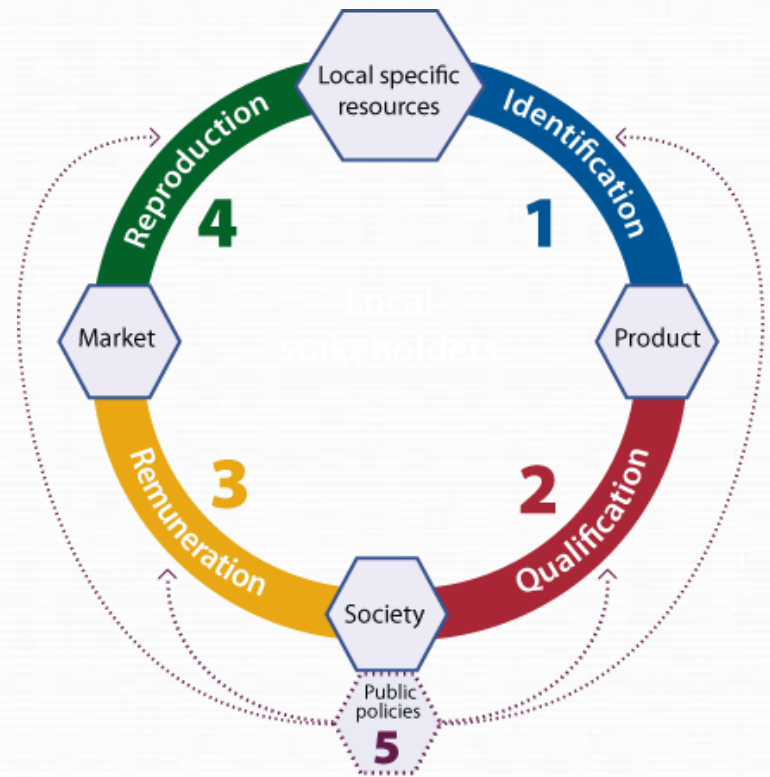
- 1. Identification:** Local sensitizing and evaluation of potential
- 2. Qualification** of the product: Setting the rules: Code of Practice
- 3. Remuneration** of the Product: Managing the product's marketing system
- 4. Reproduction** of local Resources: : Vlerësim për të siguruar qëndrueshmërinë e sistemit



**5. Public Policies:** Supporting activities through the cycle for strengthening GI sustainability.

# 1. Identification: Local sensitizing and evaluation of potential

1. *Name and reputation*
2. *Special quality of the product*
3. *A defined geographic area*
4. *A specific method of production*

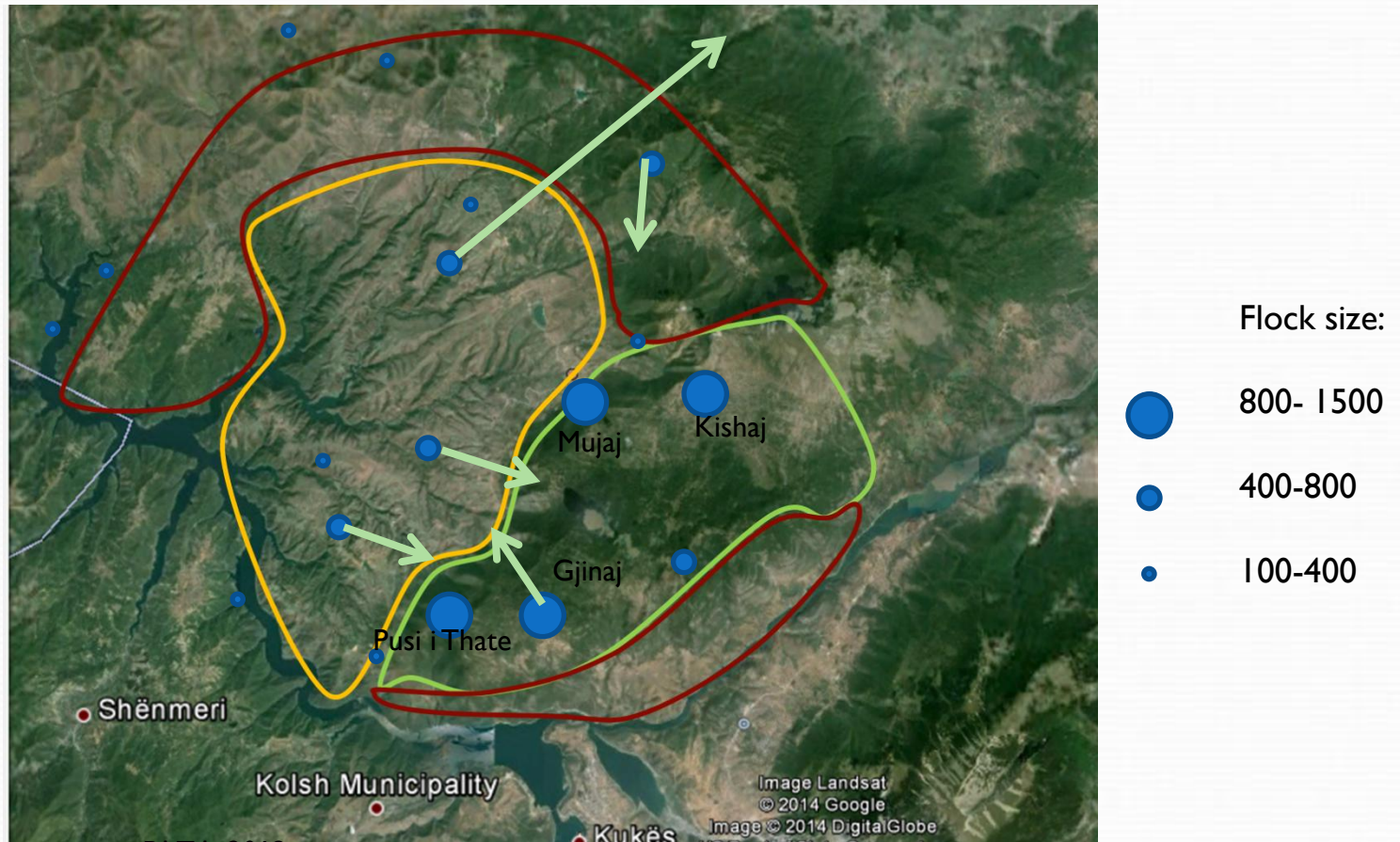


# Evaluations of pastures and traditional managements practices



# Pasturing practices

**Transhumant farmers:** Apply transhumance mainly during summer  
**Stable farmers:** Apply daily movement with returning home at the end of the day.



# Traditional stables

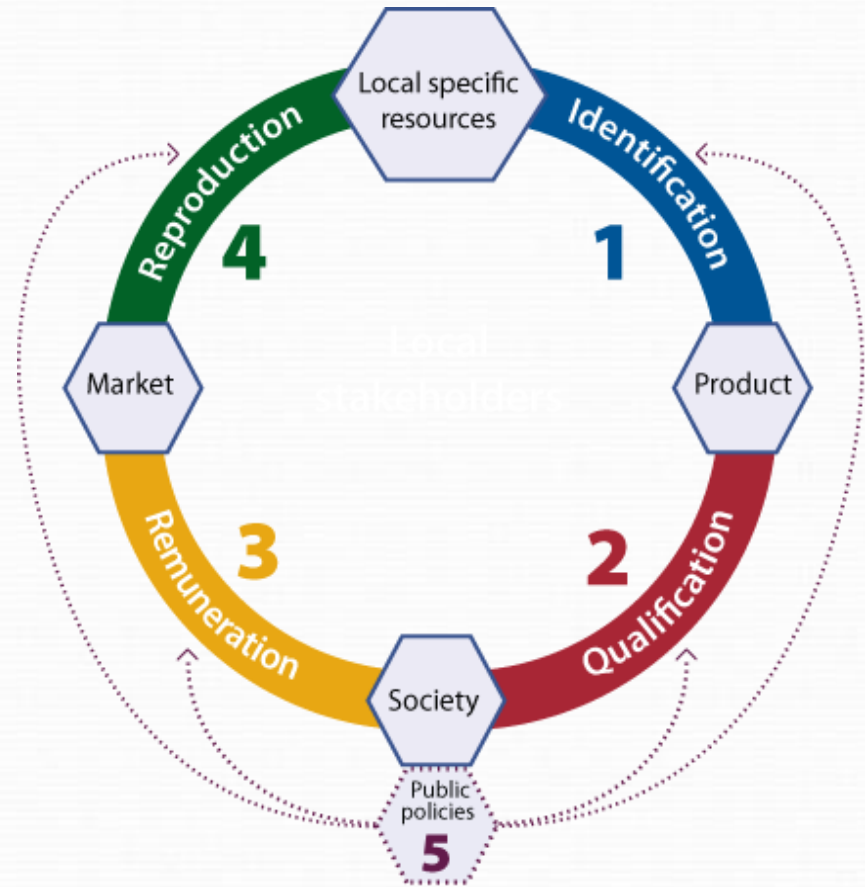


## 2. Main characteristics of Hasi goat and its products'

- *Genetic characterization*
- *Morphologic characterization*
- *Product qualities*

## 2. Qualification of the product: Setting the rules : Code of Practice

- *Sensitizing shareholders*
- *Capacity building*
- *Establishing the association*
- *Drafting Code of Practice*





# *Capacity building for farmers group*

- *Training workshops on group formation and collective action*
- *Training on goat feeding and management*
- *Training on goat breeding and selection*
- *Training on animal health and food safety*
- *Training on pasture management and biodiversity management*

# Study visit in similar VC (Elasona) in Greece



# Visiting ATTC in Korca



# Establishing HASI goat farmers association – September 2015



# First Hasi Goat fair 2015



# Local stakeholders



# CoP = Standard of the Product



- *Name/Product description*
- *Territory of the product*
- *Method of production*
- *Special product quality*
- *Control plan*







# Control plan

Nr	Control points	Description	Method of control
Product description			
1	Age of slaughter	Slaughtering age should be in 3-6 months old	Documents: Control before slaughter in the farm animal registration book
	Weight of goat kids at slaughter age	Weight of goat kids should be 10 to 18 kg.	Documents : Weight before slaughter
	Meat Carcass	Carcass should have reddish color with a thin fat layer on the meat	Visual
	Flock placement	Goat kids born in goat flocks in the territory	Documents: Proof from Goat breeders association (membership card)



REPUBLIKA E SHQIPËRIË

MINISTRIA E ZHVILLIMIT EKONOMIK, TURIZMIT, TREGTISË DHE SHËRMBËRISË  
DREJTORIA E PËRGJITHSHME E PRONËSISË INDUSTRIALE

Nr.1/4 Prot.

Tirë, më 15.09.2017

# CERTIFIKATË

## REGJISTRIMI TREGUESI GJEOGRAFIK

Në përputhje me Ligjin nr.9947, datë 07.07.2008, "Për Pronësinë Industriale",  
i ndryshuar dhe VKM Nr.1705, datë 29.12.2008, "Për Miratimin e Rregullores për  
Regjistrimin e Treguesve Gjeografikë", e ndryshuar, Drejtoria e Përgjithshme e  
Pronësisë Industriale regjistroi treguesin gjeografik me numër regjistrimi:

11

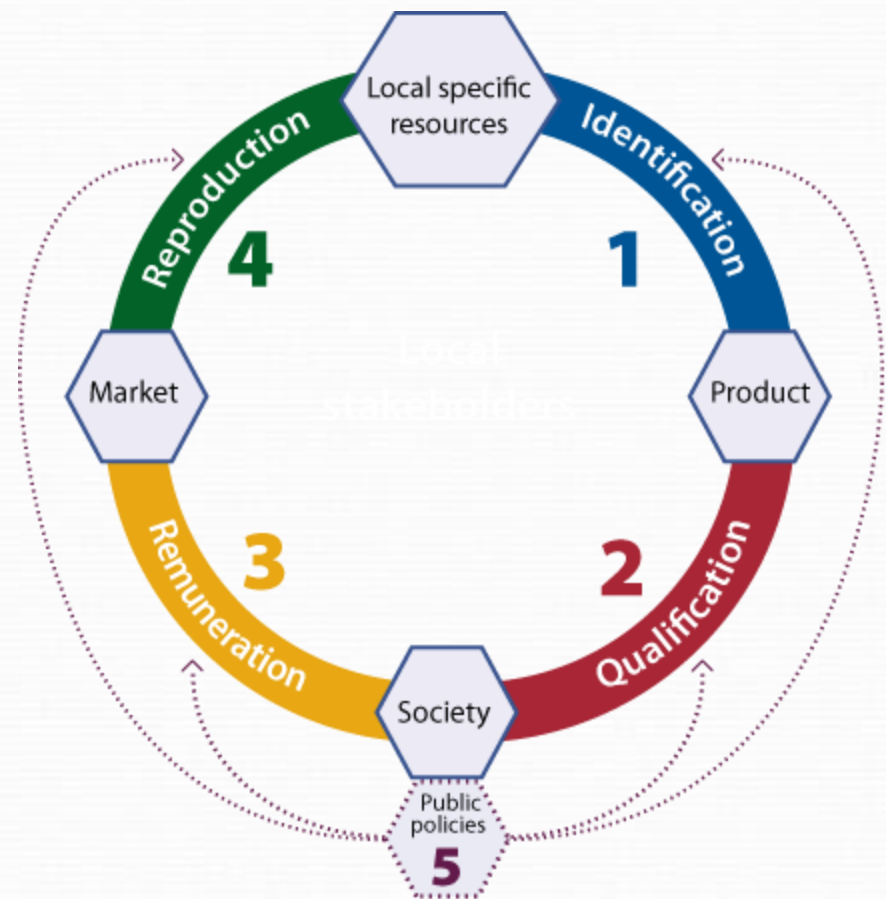


Të shëmtat e treguesit gjeografik në faqet vijuese

### 3. Remuneration:

## Management of products marketing system

- a. *Product promotion*
- b. *Setting up marketing channels*
- c. *Guaranteeing customer for product origin*





# Second goat fair 2016





# Production of a TV emission





# TV Emission France 24



# Wooden emblems for restaurants using Hasi goat kid meat



# Special Ear tag





# Problems/challenges:

- Value chain not yet well established (Retailers missing, Lack of slaughter house....)
- Local stakeholders not enough active (Role of public institutions)
- Missing government policies (Legal Property registration, support to micro-finance, grants etc)



**Thank you**