

**Sayı:** 17812098-TİM.AKİB.GSK.TAR.2024/213-2353  
**Konu:** “Hüyük Çileği”nin AB Nezdinde Tescil Başvurusu

Mersin, 13/05/2024

**E-Posta/Duyuru**

**Sayın Üyemiz,**

Avrupa Birliği Nezdinde Daimi Temsilciliğimizin yazısına atfen, Ticaret Bakanlığı İhracat Genel Müdürlüğünden alınan bir yazıda, “Hüyük Çileği”nin Avrupa Birliği (AB) nezdinde tescil başvurusunun bir örneği ilişikte yer alan AB Resmi Gazetesi'nin 25 Nisan 2024 tarihli ve C/2024/2964 sayılı nüshasında yayımlandığı, söz konusu yayının Avrupa Parlamentosu ve AB Konseyi'nin (AB) 1151/2012 Sayılı Tüzüğü'nün 51. Maddesi uyarınca yayın tarihinden itibaren üç ay içinde başvuruya itiraz etme hakkı tanıdığı ve üç aylık itiraz süreci sonunda herhangi bir itiraz olmaması durumunda AB tarafından Korunmalı Menşe Adı (Protected Designation of Origin - PDO) olarak kaydedileceği bildirilmektedir.

Bilgilerini rica ederim.

**H. Okan ŞENEL**  
**Genel Sekreter Yrd.**

**EK:** AB Resmi Gazetesi (3 Sayfa)





C/2024/2964

25.4.2024

**Publication of an application for registration of a name pursuant to Article 50(2)(a) of Regulation (EU) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs**

(C/2024/2964)

This publication confers the right to oppose the application pursuant to Article 51 of Regulation (EU) No 1151/2012 of the European Parliament and of the Council <sup>(1)</sup> within three months from the date of this publication.

SINGLE DOCUMENT

**‘HÜYÜK ÇİLEĞİ’**

**EU No: PDO-TR-02891 – 5.1.2023**

**PDO (X) PGI ( )**

1. **Name(s)**

‘Hüyük Çileği’

2. **Member State or Third Country**

Türkiye

3. **Description of the agricultural product or foodstuff**

3.1. *Type of product*

Class 1.6: Fruit, vegetables and cereals fresh or processed

3.2. *Description of product to which the name in (1) applies*

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.

<sup>(1)</sup> OJ L 343, 14.12.2012, p. 1, ELI: <http://data.europa.eu/eli/reg/2012/1151/oj>.

3.3. *Feed (for products of animal origin only) and raw materials (for processed products only)*

—

3.4. *Specific steps in production that must take place in the identified geographical area*

'Hüyük Çileği' must be grown and harvested exclusively in the geographical area specified in Section 4.

3.5. *Specific rules concerning slicing, grating, packaging, etc. of the product the registered name refers to*

The strawberries must be rapidly chilled at +2 °C for 20 minutes and then stored at +4 °C to preserve the quality.

3.6. *Specific rules concerning labelling of the product the registered name refers to*

The identifying logo of 'Hüyük Çileği', which is available for all producers who respect the rules referred in the specification, must be affixed to all packages.



4. **Concise definition of the geographical area**

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

5. **Link with the geographical area**

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 Türkiye, 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.

**Reference to publication of the specification**

—

—————