C/2024/1464

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# 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/2024/1464)

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 ([1]) within three months from the date of this publication.

SINGLE DOCUMENT

**'Kayseri Pastırması'**

**PGI-TR-02910 – 5.4.2023**

**PDO ( ) PGI (X)**

## 1. Name(s) [PDO or PGI]

'Kayseri Pastırması'

## 2. Member State or Thırd Country

Türkiye

## 3. Descrıptıon of the agrıcultural product or foodstuff

### 3.1 *Type of product*

Class 1.2. Meat products (cooked, salted, smoked etc.)

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

'Kayseri Pastırması' is beef pastrami produced using chunks of beef in the geographical area described in Chapter 4. Its shape is flat.

'Kayseri Pastırması' is available in packages with or without the edge seasoning and can be sold either whole or sliced. When sold whole, it is covered with seasoning, giving it a brown outer appearance and a reddish inner color. 'Kayseri Pastırması' is dried in protected outdoor areas enclosed with wires in manufacturing facilities. In cases where weather conditions are unfavorable, climate-controlled chambers set at 20-25 °C are used within the facilities. The distinctive feature of 'Kayseri Pastırması' is the dominant spicy taste derived from cumin and spices.

When sliced, the pastrami exhibits a marbled appearance due to the color variation resulting from the fatty part of the meat, resembling a marbled surface with white spots. Sliced pastrami is flat in shape, with a width ranging from 3 to 6 cm and a length of 8 to 15 cm.

Specifications of 'Kayseri Pastırması' are as follows.

| Specification | Quantity |
|---|---|
| Moisture by mass (without fenugreek) | Max 50 % |
| pH | Max 6 |
| Salt by mass in dry matter (without fenugreek) | Max 10 % |
| Dry fenugreek by mass | Max 10 % |

([1]) 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)*

Chunks of meat derived from chuck, shank and round parts of the male animals which are 2-5 years old, healthy and weighing at least 250 kg are used for the production of 'Kayseri Pastırması'.

Composition of the fenugreek used in production as follows:

— 45 % fenugreek – vetch – wheat mix: 30 % fenugreek seed flour, 30 % vetch and 40 % wheat

— 5 % spice mixture: 1,5 % powdered paprika, 1,5 % powdered chili paprika, 2 % cumin

— 5 %garlic

— 45 % water

Wet fenugreek amount used in production is 15 % of the meat to be cummined and this ratio cannot exceed 10 % of the pastrami when dried. Due to the fenugreek amount, taste of fenugreek is dominant in 'Kayseri Pastırması'.

Curing process of 'Kayseri Pastırması': 5 g of nitrite is added to 1 kg of salt to prepare nitrited cured salt. 60-80 kg of nitrited cured salt is used for 1 ton of meat.

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

The selection of meats to be used in the production, curing (salting), washing, pressing, drying, and drying after the application of cumin for the production of 'Kayseri Pastırması' must be carried out exclusively within the geographical area outlined in Section 4.

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

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

The 'Kayseri Pastırması' logo and the Turkish Geographical Indication emblem are placed on the product or on its package. If they cannot be placed on the product or on the package, they are placed in the enterprise in a visible place.




## 4. Concıse defınıtıon of the geographıcal area

The demarcated geographical area covers all the villages and towns belonging to Kayseri province in Central Anatolia in Türkiye.

## 5. Lınk wıth the geographıcal area

'Kayseri Pastırması' has been traditionally produced in the Kayseri province for centuries. The link between 'Kayseri Pastırması' and the geographical area is based on the reputation the product enjoys thanks to producers' know-how in selecting and preparing the ingredients and in the various stages of the production process that account for the distinctive taste and aroma of the product (including the selection of the meat).

Kayseri province is located on the Silk Road which was the main trade route for spices during the Ottoman period. Because of this advantage, local people could easily obtain many spices such as red pepper powder, cumin and black pepper centuries ago. Therefore, these spices play an important role in the production of 'Kayseri Pastırması'.

In addition to being a trade center, Kayseri is a province where agriculture and animal husbandry are common since ancient times due to its geographical location and climatic conditions. Animal husbandry has been one of the important livelihoods of the local people for centuries. Therefore, meat used in the production of 'Kayseri Pastırması' is selected specifically.

The dry climate of Kayseri, especially the wind blowing from Mount Erciyes in the autumn makes it possible to dry 'Kayseri Pastırması' successfully.

There is a significant temperature difference between day and night during this windy period. This period is called as 'Pastırma Summer'. In this period, temperature changes between 25-30 °C during the day and drops to 0-5 °C at night.

'Kayseri Pastırması' is fermented in hot conditions during the day and its aroma matures in cold conditions at night. Thus, a slow homogeneous drying takes place.

On the other hand, industrial solutions have been developed to provide the same drying conditions inside the enterprices to meet the increasing demand for the product. In this context, 'Kayseri Pastırması' can be produced during the whole year.

There are many local and foreign articles written about 'Kayseri Pastırması'. One of the oldest and the most important of these works dates 17th century and written by Evliya Çelebi, who is known as the greatest Turkish traveler auther and known worldwide. In his book series called 'Seyahatname' (book of travels), he mentioned about 'Kayseri Pastırması' in a literary form also referring to its being a valuable gift sent to Istanbul province.

Another oldest publication is the Military Medical Veterinarian Magazine published in 1928 which refers to the distinctive and delicious flavor of 'Kayseri Pastırması'.

'Kayseri Pastırması' is one of the most popular product among the national and international visitors of the geographical area and plays an important role in the local economy. It was first exhibited in 1938 at the 8th İzmir International Fair.

Since then, it has been regularly taking part in many international, national and local food fairs, gastronomy workshops, etc. Amongst these events, 'Sujuk, Pastrami and Bread Fest' held in Erciyes Ski Center of Kayseri attracts many national and international visitors.

'Kayseri Pastırması' continues to maintain its reputation in numerous news articles, columns, TV programs cookbooks, etc.

It is highlighted in the cookbook 'Tokanadan Sofraya Kayseri Yemekleri,' published by Hayrünissa Gül, the wife of the 11th President of the Republic of Türkiye, Abdullah Gül, where the flavors of Kayseri cuisine are portrayed. Additionally, it has found its place in the book 'Geçmişten Geleceğe Kayseri Mutfağı' prepared by the renowned Turkish chef Yunus Emre Akkor in 2019, earning recognition in the Gourmand Cookbook Awards in the local cuisine category.

In 2023, it was featured in the book 'Gastronomi ve Mutfak Sanatları Temel Kavramlar' by Assoc. Prof. Dr. Kadriye Alev Akmeşe, presented to readers as one of the famous Turkish dishes. In a column dated November 29, 2022, published in 'Hürriyet Gazetesi', the famous journalist and columnist Ahmet Hakan defined 'Kayseri Pastırması' as one of the most essential flavors that must be tried in Kayseri.

Turkish food expert and writer Sahrap Soysal ('Hürriyet Gazetesi', 2021), renowned journalists Mehmet Yaşin ('Hürriyet Gazetesi', February 26, 2018) and Ayşe Arman ('Hürriyet Gazetesi', December 21, 2017), as well as gourmet writer İdil Çimrin ('Sabah Gazetesi', 2019), have all praised 'Kayseri Pastırması' in their columns. Turkish Folklore Expert Prof. Dr. Nebi Özdemir, in his book 'Kültür Yönetimi ve Ekonomi,' described 'Kayseri Pastırması' as one of the leading sectors in Kayseri province. In 2022, during the 'Memleket Günleri' gastronomy festival organized by Istanbul Metropolitan Municipality in Istanbul, 'Kayseri Pastırması' attracted significant attention from visitors.

**Reference to publication of the specification**

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