

Product protection of indigenous breeds in Hungary

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Development and protection of products

- **Hungarian Grey Cattle,**
- **Mangalica pig breed (e.g. Spanish-Hungarian cooperation in „Serrano” ham program),**
- **„HU-BA” program is a new initiatives for protection of indigenous poultry breeds’ products.**



Product-forgery, illegal use of the name

- **The product-forgery and inefficient or illegal use of the name of protected indigenous breeds are very wide-spread. The quality of products which has been made from protected indigenous breeds is unacceptable. This process must be hindered.**
- **Indigenous breeds (supposed optimal keeping and feeding conditions) are suitable for producing high quality food.**
- **In case of some breeds the propaganda of excellent products has created demand. Falsifiers have appeared for taking up full advantage of high prices, so the protection of these products is remarkably important.**



Regulation of product-protection

- In the interest of product-protection the specifications of the use of breeds' name are included among the rules of food labelling.

The specification is the next:

- „If the name of a food which has been made and put into circulation in Hungary corresponds or refers to the name of an indigenous breed which has been defined in different regulation, the producer or distributor of that food has to possess a certification about given animal's identity. The certification is issued by an officially recognized breeding organization. Certification has to contain the identification number of the given animal, the identification number of farm of origin and breed composition in case of cross-bred animals.”



Product certification

The certification should contain:

- a) identification number of given animal (or group of animals e.g. in case of poultry breeds)**
- b identification number of farm of origin**
- c) name of the breed or breed composition in case of a cross-bred animal**

The certification is qualified as an authenticated document. The form of the certification with signature samples is an enclosure of the breeding program.



Identity control and product certification system in Hungarian Grey Cattle



Aim

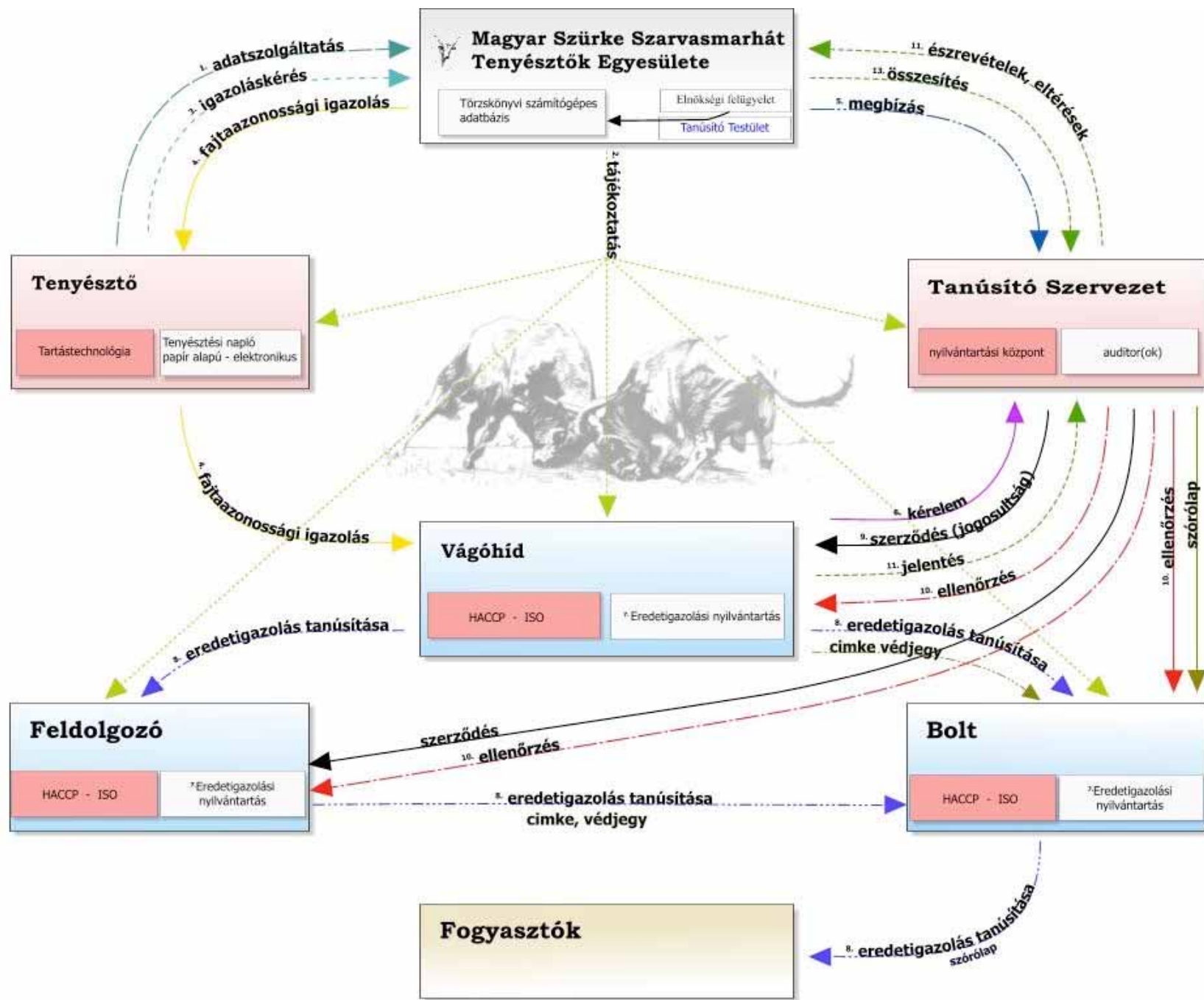
- Larger amount of quality beef
- Warrant for beef identity „szürkemarha”
- Since 2003



- 
- **The Association of the Hungarian Grey Cattle Breeders**
 - **Corp for Certification of Geniuneness as an independent unit**
 - - for controll of herd-booking
 - - for product certification
 - - for trade-mark regulation

2003.10.29.

MSZTE - EREDETIGAZOLÁSI FOLYAMAT



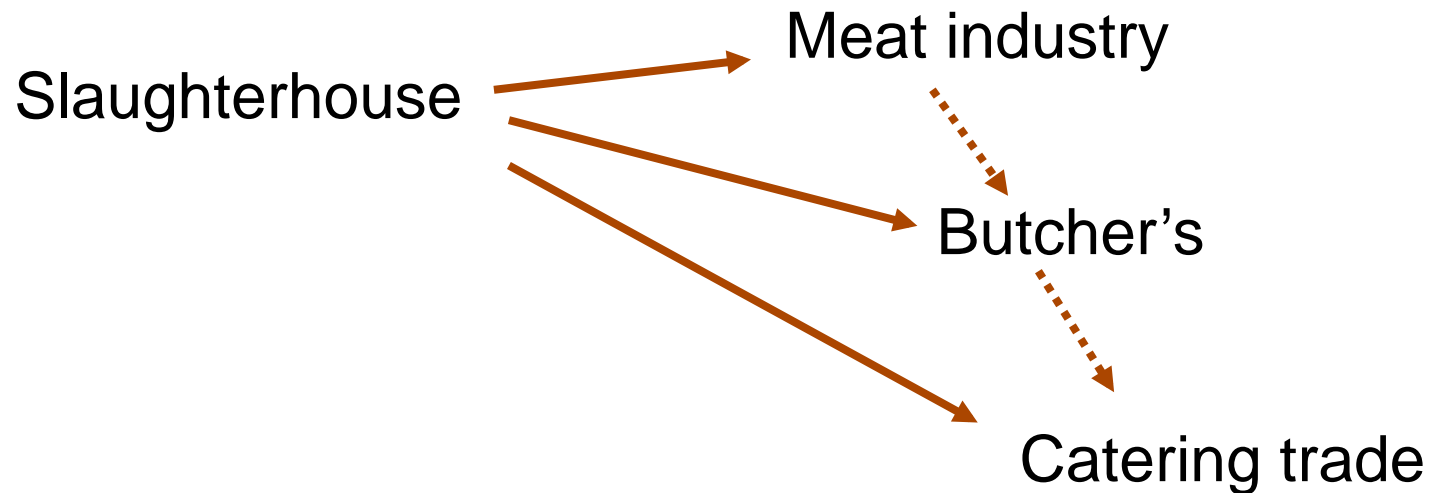
Trade-mark



Trade-mark regulation

authorisation – control

after contracts with members:

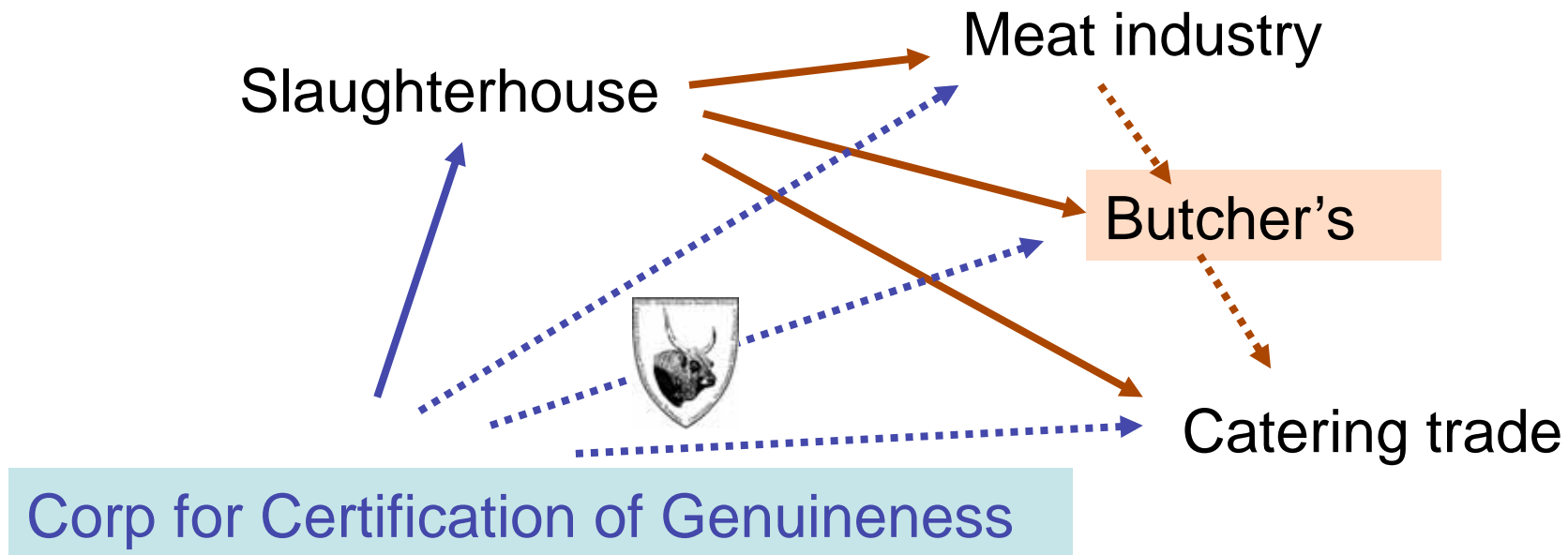


Corp for Certification of Genuineness

Trade-mark regulation

authorisation – control

after contracts with members:





magyar szürkemarha hús



Tanúsítvány

mely igazolja
a Magyar Szürke Szarvasmarha
Eredetigazolási rendszerben
való részvételét



A csomagoláson feltüntetett
ENAR szám ellenőrizhető:
www.szurkemarha.hu/fajtaazonos.htm

Tanúsítvány száma
2/021

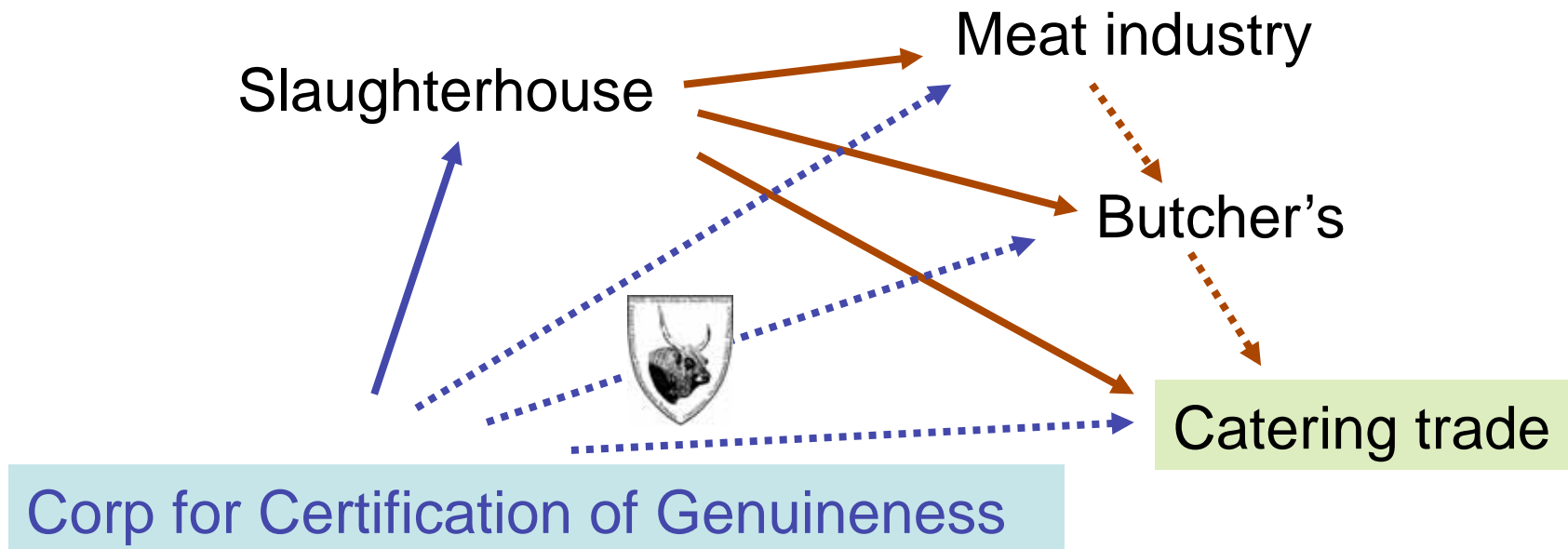
.....
Dr. Bodó Imre
egyesületi elnök



Trade-mark regulation

authorisation – control

after contracts with members:



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Étlap

Speisekarte / Menu



FRISSEN SÜLTEK

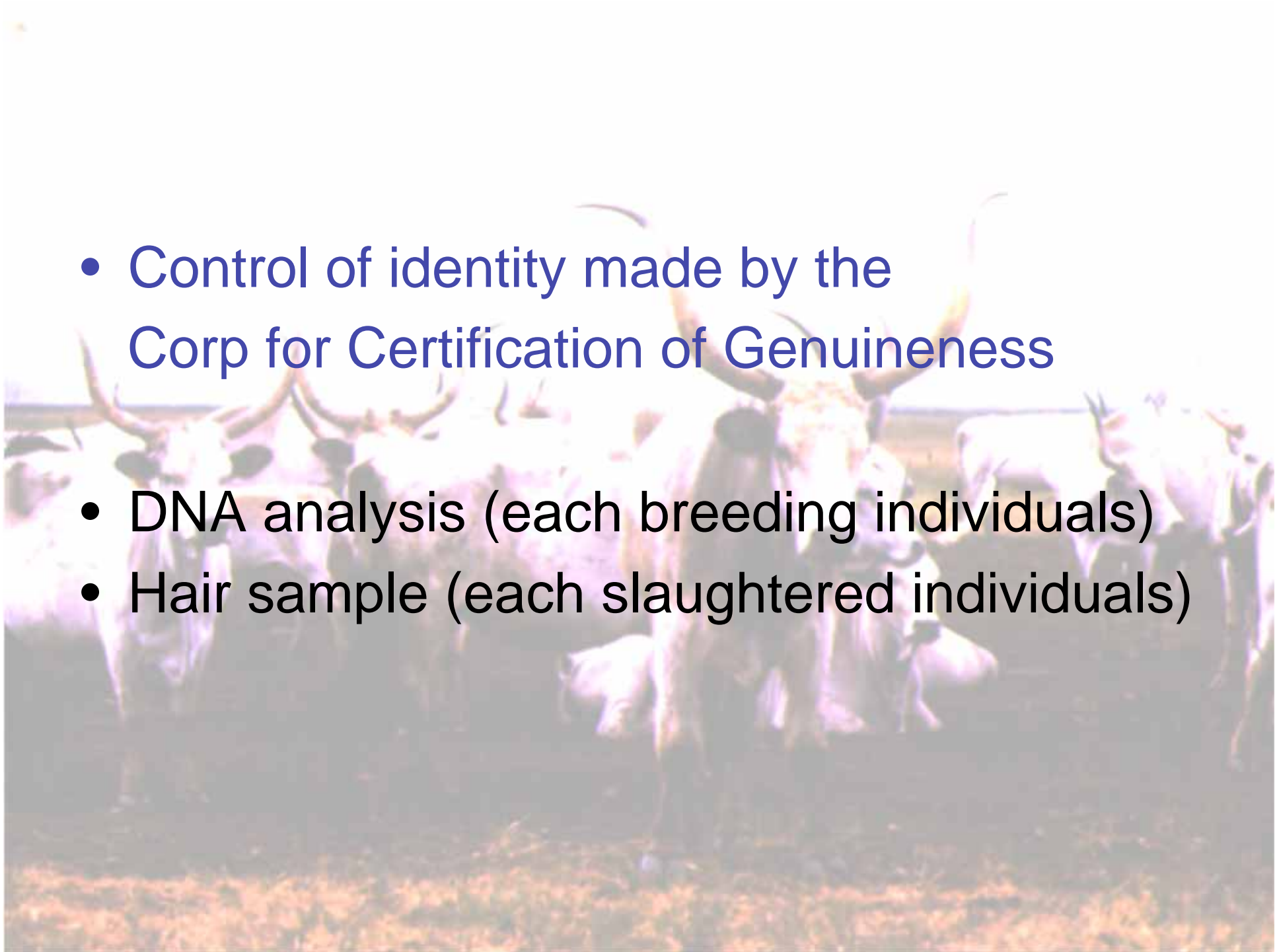
FRISCHGEMACHTE SPEISEN / FRESH ROASTS



- ❖ **BORJÚJAVA JÓASSZONY MÓDRA** (szürke marha bélszínből)
Kalbsbraten aus Lendenstück nach Art der guten Wirtin
(Biofleisch vom Ungarischen Graurind)
Prime veal good woman mode
(from sirloin of Hungarian Grey Cattle) 3.500,-
- ❖ **BÉLSZÍNSZELETEK UDVARMESTER MÓDRA BURGONYA-
PÜRÉVEL, TAVASZI KÖRÍTÉSSSEL** (szürke marha bélszínből)
Lendenbraten auf Hofmeister Art mit Kartoffelpüree und
Frühjahrgarnierung (Biofleisch vom Ungarischen Graurind)
Sirloin slices major-domo mode with mashed potato and
spring garnishing (from sirloin of Hungarian Grey Cattle) 3.500,-
- ❖ **PUSZTAI FÜSZERES BIVALYRUDACSKÁK SALÁTAÁGYON**
Gewürzte Stäbchen aus Büffel Fleisch mit Salat
Spicy fingers of the Puszta on a salad bed
(from buffalo meat) 2.000,-

- Control of identity made by the Corp for Certification of Genuineness

- DNA analysis (each breeding individuals)
- Hair sample (each slaughtered individuals)





- Consumer's control of identity

- via Internet: www.szurkemarha.hu

- via SMS: **+36-30-4691425**

Magyar Szürke Szarvasmarhát Tenyésztők Egyesülete



Ismerje meg a magyar szürkemarhahúst,
és az abból készült termékek értékeit,
keresse a védjegyet!

Fajtaazonosság - 2009

2009-ben a következő állatokra adott ki Egyesületünk Fajtaazonossági igazolásokat:

ENAR ID	Date of birth	Sex	Type	Date of slaughtering
3269605173	2007.05.15	male	bull	2009.01.04
3227101831	2005.02.15	male	bull	2009.01.04
3213454341	1995.03.04	female	cow	2009.01.08
3213438376	2002.03.20	male	steer	2009.01.13

I&R service in cattle by WAP (1)

- In Hungary there is a special I&R service in cattle for helping the protection of indigenous breeds and their products.
- A consumer who has got a WAP-service on his own mobile phone he can dial: <http://wap.enar.hu> address, and he can access the central I&R data base.
- If he dials the I&R number of a cattle, for example from a meat label in the butcher or meat shop he can read the following information about the cattle on his phone display:



I&R service in cattle by WAP (2)

Detailed on phone display:

- **date of birth,**
- **sex,**
- **colour of cattle,**
- **breed,**
- **country of origin,**
- **the serial number of last cattle-passport,**
- **the issuing date of last cattle-passport,**



I&R service in cattle by WAP (3)

- **name and address of the slaughter house,**
- **date of slaughtering,**
- **weight of warm carcass,**
- **class of conformation,**
- **sub-class of conformation,**
- **class of fat cover.**
- **sub-class of fat cover.**



Control breed identity by DNA test?

- **Beside certification system the other opportunities for checking are the quality control of the product and examination of genetic sample of the product.**
- **Experimental examinations has begun for quality control of products and determination the breed by genetic examinations.**

