Protection and valorization of traditional cheeses in Herzegovina

Belgrade 3-4 December 2008
Valorization of typical product as a process
Sorinel Ghetau, Ucodep

• Activate, protect local resources (sensibilization of the producers and other stakeholders, technical assistance, training, etc.)
• Qualify a product (definition of technical specification of the product, identification of appropriate certification, etc.)
• Commercialization (promotion, education on food, events, fairs, etc.)
• Integration with the territory (enogastronomic itineraries, inclusion in regional brand, etc.)
Decentralized cooperation

- 2005-2008 Project “Flavours of Herzegovina” financed by Region of Tuscany and Province of Arezzo
- 2008-2011 Project “Protection and valorization of Traditional products in Herzegovina” financed by Italian Ministry of Foreign Affairs
Protection and valorization of typical products: a new concept in BiH

- exchange of experiences with Italian partners on territorial marketing, promotion and protection of traditional products.
Discovering the identity of Herzegovina through traditional products

- participatory approach in mapping traditional products in order to have all stakeholders (producers, associations of producers, municipalities, NGOs, etc.) involved in the process.
Concrete activities on pilot products

- identification of some pilot products (honey, wine, Livno Cheese and Cheese in sheepskin) on which we started a process of valorization/protection (product specification, training, technical assistance, reconstruction of the production EU standards, promotion, etc.)
Promotion in BiH and other countries

- Promotion of the products and the territory through:
  a) participation to local and international fairs for the promotion of traditional/typical products (between them Terra Madre and International fair organized in Torino by Slow Food).
Valorization of typical product as a process (VI)
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Web

www.okusihercegovinu.org
Valorization of typical product as a process (VII)
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Guide
Livno cheese and Cheese in the sheepskin: two pilot products
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Raw milk and tradition against food safety?
A challenge in BiH as well as in other EU countries
Activities: a good knowledge of the context

- Study on local laws, methods of production and mapping small producers (the importance to not forget anybody) who continue to produce in traditional way
Activities: involving producers and other stakeholders of the territory

- Sensibilization meetings with the producers and other stakeholders from each territory interested to collect information on historical, cultural, economical, geographical characteristic of the products and the technology of production (local staff and experts from the Faculty of Sarajevo);
Activities: definition of product specification

- Technical assistance and training provided by Italian (ANFOSC) and local (Prof. Saric) experts for the definition of the product specification (according to the European regulation).
Activities: improvement of quality and hygienic conditions

- Technical assistance and financial support for reconstruction of small cantinas for cheese production, according to EU standards.
Activities: improvement of quality and hygienic conditions

- Basic trainings and technical assistance to small producers for the improvement of the hygiene and quality of the product.
Activities: Creation of the association of producers

- Sensibilization meetings and technical assistance for the definition of statute of the association of producers for promotion and protection of Livno cheese (“Cincar”) and Cheese in sheepskin (on process)
Towards certification?
Which one (EU, BiH, Association)?
Is IGP, DOP possible in BiH?
Is it certification necessary?
Thank you!