



SETTING UP GIS: MOBILIZING PRODUCERS AND LOCAL STAKEHOLDERS, NEED OF COLLECTIVE ORGANIZATION AND SETTING UP RULES (CODE OF PRACTICES)

SORINEL GHETAU, COORDINATOR FOR SOUTH EAST EUROPE
Geneva 11.06.2010

Livno cheese and cheese from the sheepskin sack of Herzegovina

FASE I: Mobilizing resources

- **Process of valorization** of the two products started 5 years ago that is to be continued for the next 3-4 years.
- The product itself and the producers are the starting points. After 2 -3 years of sensitization and animation (more than 150 producers mapped and met) **2 association of producers created**: 25 members of the Cincar association and 45 members of the Cheese from the sheepskin sack of Herzegovina association.
- All **stakeholders of the area involved** at all administrative levels: strengthening the sense of identity and self-worth of all the actors, finding allies to overcome possible conflicts.

Livno cheese and cheese from the sheepskin sack of Herzegovina

II FASE: Qualification of the product (internal)

- **Historical investigations and analysis of the system of production** (Faculty of Agronomy in Sarajevo with the supervision of Italian technicians from ANFOSC): data for the communication with the producers and instruments for the definition of the valorization strategy
- **Encounters with the producers**, including **guided tastings** with producers and local and international experts.

Livno cheese and cheese from the sheepskin sack of Herzegovina

II FASE: Qualification of the product (internal)

- Defined **2 books of specification**: never a final version (document alive), starting from a basic common rules.
- Co-financed the **reconstruction of the family establishments of production** (20 for cheese in the sack and 8 for Livno cheese) according to the EU norms and **training** (in the producing establishment directly) on the **sanitary-hygienic norms** requested by the EU
- Started the definition of a **book for self-control system** (Cheese from the sheepskin sack) is the last step towards the internal qualification and projection towards the external qualification (DOP?, IGP?): identify and share concrete interest of producers (starting from acces to market and price)

Livno cheese and cheese from the sheepskin sack of Herzegovina

II FASE: Qualification of the product (external)

- **Promotion** at the **international** and **local** level: Cheese from the sheepskin sack of Herzegovina is a Slow Food presidium from 2006 and promoted at the international Salon of flavours in 2006, 2008 and Cheese 2007 and 2009.
- **Law on the geographical certificates** approved at the beginning of 2010: a result of a synergic lobbying of Ucodep, associations of producers, local authorities.

Livno cheese and cheese from the sheepskin sack of Herzegovina

FASE III: Ongoing identification of new project to be implemented in the next 3-4 years

- *Conditio sine qua non*: lobby and technical assistance for the approval of derogations allow cheese with non pasteurized milk;
- Continue with the work on the internal/external qualification through (**book of self-control, reconstruction of cantinas, enhancing public-private advisory system**)
- **Eventual application for PDO or IGP certification**
- **Support to the commercialization** (market study, centres of collective distribution and commercialization, promotional materials, etc).
- Synergies with other components of the area: **wine and flavour routes of Herzegovina; local markets and short chains**.



Italy:

Via C. Concini, 19 - 52100 Arezzo

T +39 0575 401780 - F +39 0575 401772

Bosnia and Herzegovina:

Coordinator: Sorinel Ghetau

sorinel.ghetau@ucodep.org

Sarajevo Office

Koševo, 34/2

71000 Sarajevo

T +387 (0)33 552 236/7

F +387 (0)33 552 235

sarajevo@ucodep.org

Mostar Office

Gojka Vukovića, 2

88000 Mostar

T/F +387(0)36 580 046

mostar@ucodep.org

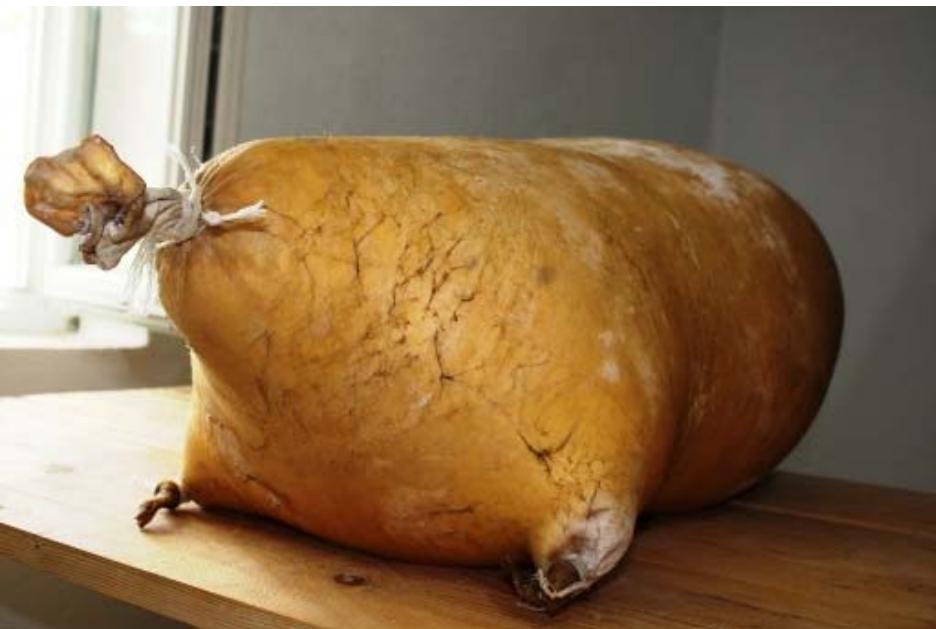
qualità
responsabilità
trasparenza
certificate



SINCERT



Cheese in the sheepskin sack



Livno cheese

