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European Regional Development Fund – Instrument for Pre-Accession Assistance



**INNOVAGRO**



**CHAMBER OF  
COMMERCE AND  
INDUSTRY OF SERBIA**

**6TH TRANSNATIONAL NETWORKING WORKSHOP IN SERBIA**  
**“TRADITIONAL AND PROTECTED PRODUCTS”**  
**-INNOVAGRO PROJECT**





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## INTRODUCTION

Within the framework of the Innovagro project, the Chamber of Commerce and Industry of Serbia organized a seminar “Traditional Proprietary Products” as a part of presenting the realized activities on the project and exchanging experiences in this field, at the Hotel Tulip Inn Putnik, New Belgrade, Serbia.

The event was opened by Aleksandar Bogunović, Project Manager in Serbia, who welcomed the partners, by emphasizing the importance of the CCIS in improving the agricultural and food sector in Serbia.

Project activities were presented by Thodoris Tsimrikidis, Project Manager, while the technological VIBIEC (Virtual Transnational Business Innovation & Entrepreneurship Center) platform and its role in networking were presented by Prof. Evangelos Grigoroudis, from Greece.

Main goals of the event were focused on protected products and the capabilities and role of this label in adding values and diversification of income in rural areas.

## FOOD QUALITY POLICY-EXPERIENCE FROM SERBIA

First presentation was delivered by the representative of the Ministry of Agriculture, Forestry and Water Management of the Republic of Serbia, Head of the Quality Group, Branislav Raketić, who informed the participants on the activities carried out in Serbia in order to raise the level of product quality in terms of recognition and branding.

Presenting the structure of the agriculture production and trade of agriculture products showed the high importance and value of this products in the economy of the country. High value of export of agriculture products on the EU market shows that Serbia can meet high standards and quality demands.

One of the reasons are the Food Quality Standards and international labeling of products related to PDO, PGI, Organic farming and National quality Standard- Serbian Quality.



Presentation showed the Objectives of the Food Quality policy, are to become a key source of competitive advantage for the agricultural and food sector, responsible to keep "live" rural areas and economically underdeveloped regions, capable to prevent the loss of confidence in the products with geographic origin in order to get Consumers who are ready to pay a higher price for products of high quality with known and recognized origin.

In order to get the "strong" product, it is important to establish a Group of producers or processors and the products with sound potential to establish a good economic value on the market. Next step is linked to preparation of specification with realistic parameters with joint definition of product to avoid objections at later stage. Final stage is linked to Public supports in the form of policies, financial supports and technical partnerships.

Member States may for the food traditional characteristics, use the flexibility provisions and adopt national measures in order to adapt the requirements on the:

- construction (in particular walls, ceilings and doors that are not smooth, impervious, non-absorbent or of corrosion-resistant material and natural geological walls, ceilings and floors),
- layout;
- the cleaning and disinfecting measures for such premises and the frequency to take into account a specific ambient flora, for example noble molds;

and,

- Equipment for these establishments.



#### □ PDO

- Agricultural and food products
- Vine

#### □ PGI

- Agricultural and food products
- Vine and aromatized wine
- Spirit drinks

#### □ ORGANIC FARMING

#### □ SERBIAN QUALITY



Serbia has adopted the national measures for flexibility from general and specific conditions of food hygiene.

System for control is established along with specific labels for PDO and PGI products which guarantee:

- Origin of the product;
- Quality of the product (specification);
- Authenticity of the product (no imitation).
- Guarantee is assured by controls on production site and on the market



Currently Serbia has 45 registered PDO/PGI products on the National level and 3 on EU level- Linden honey from Fruška Gora, Raspberry from Arilje and "Pirot Kashkaval".



Serbia has also a National Quality Scheme called "Serbian Quality" which has rules:

- The specificity of the final product under such schemes is derived from clear obligations to guarantee any of the following:

- domestic origin of main ingredient, and
- specific product characteristics, or
- specific farming or production methods, or
- a quality of the final product that goes significantly beyond the commercial commodity standards.

- The scheme is open to all producers.  
- The scheme involves binding product specifications and compliance with those specifications is verified by CBs authorized by MAFWM.



## CUSTOMER-BASED SWOT ANALYSIS OF ORGANIC PRODUCTS IN THE GREEK MARKET

Organic production in Greece was discussed by Prof. Evangelos Grigoroudis who presented results of the conducted analysis on olive oil and organic wine. Objectives were linked to perceptions towards organic products, preferences for specific organic products, SWOT and potential improvement of strategies.

Results show that there is high importance of organic farming in many countries with increasing demand for organic products. However still there is a big confusion among customers what is organic product and what are the benefits of it. Therefore it is still important to study consumer's perceptions and confirm the distinctive characteristics of organic products.

Concluding remarks from the SWOT show the following:

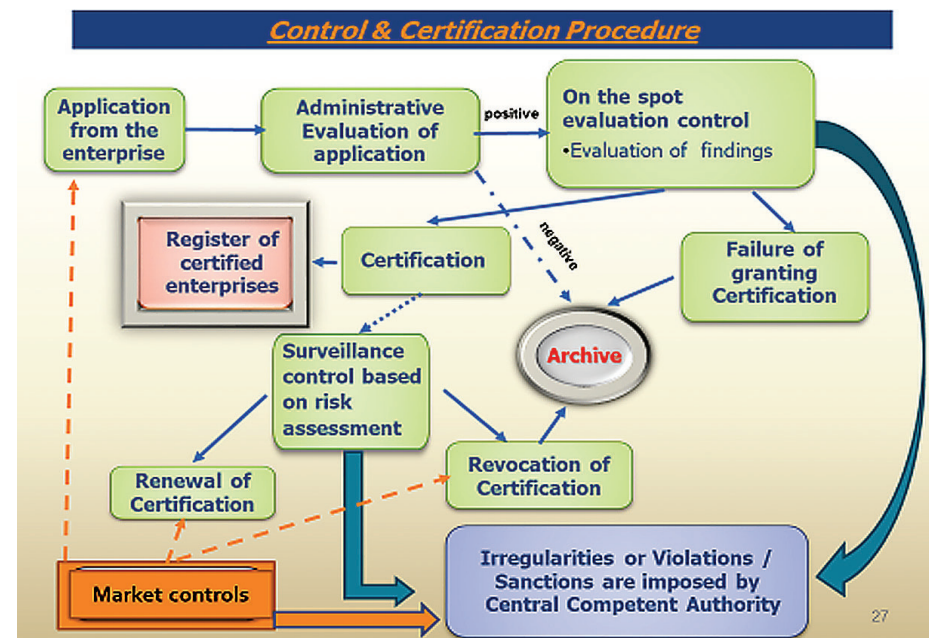
- Strengths: product (quality and health aspects)
- Weaknesses- no
- Opportunities: package, Image, Organoleptic characteristics
- Threats: Promotion (info, WOM), and place (access, availability)
- Limitation are linked to conventional consumers with small samples.

Final conclusion for Marketing strategies is that they should maintain strengths and take advantage of opportunities reducing the identified threats.

## QUALITY SCHEMES FOR AGRICULTURAL PRODUCTS AND FOODSTUFFS: CONTROL AND CERTIFICATION OF PDO – PGI PRODUCTS IN GREECE

Expert Dr Maria Lampraki presented Quality schemes and certification of PDO/ PGI products in Greece. Roles and structure of the control authority ELGO- DEMETER organization was presented as well as responsibilities of Directorate General of the Quality Assurance of Agricultural Products.

Elgo controls the GIs scheme and verifies the compliance of a PDO or PGI product specification and detects instances of disallowed use of a protected name, after the product has been placed on the market. It conducts



methods and techniques of control through regular and extraordinary inspections. Official controls are carried out according to Reg. (EC) No 882/2004.

Main role of the Directorate is Control and certification of Special Poultry Farming products and market controls to ensure the correct use of indications of the symbols of GI, organic products and special poultry farming products. Main responsibilities are also:

- Award of the Greek Mark,
- Supervision of Private Certification Bodies, for AGRO standards.
- Supervision of the CB's, as the "Surveillance Authority" for the national control system in organic sector.
- Issuing optional standards and developing specifications in the sector of agricultural products.
- Controls on enterprises concerning the proper use of milk and meat.
- Controls and laboratory analysis on milk quality.
- Promotion of Quality Assurance of Agricultural Products and of environmentally-friendly Farm and Food Management Systems
- Certifying Agricultural Advisory

Definition of labels

Designation of origin" (PDO) is a name which identifies a product (Reg 1151/2012):

- originating in a specific place, region or, in exceptional cases, a country
- whose quality or characteristics are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors;



- the production steps of which all take place in the defined geographical area
- "Geographical indication " (PGI) is a name which identifies a product:
- originating in a specific place, region or country
  - whose given quality, reputation or other characteristic is essentially attributable to its geographical origin
  - at least one of the production steps (production, processing or preparation) of which take place in the defined geographical area

Similarities	Differences
Types of products covered	Type of bond (PDO : essential or exclusive PGI : can be assigned)
Domain name	
Originated from a region	PGI can only be based on reputation
Registration process	Production stages carried out within the geographical area
Level of protection	

Legal basis for the GIs products are:

I. EU legislation- Council Regulation (EC) no 1151/2012

II. Relevant National Legislation-

- JOINT MINISTERIAL DECISION (JMD) no 261611/22.03.2007, as amended by JMD 290398/21.04.2008 & 318764/ 21.08.2008, and applies
- HELLENIC MINISTERIAL DECISIONS or REG (EC) for PDO/PGI registration

III. Certification Regulation POC-R-01/4-2010

Greece possess the 5th position of the countries with the most registered GI's in Europe with 77 PDO and 32 PGI (total of 107).

EU and Greek logos:

Market controls are conducted by a team of two (2) auditors and they are unannounced. The control team:

- examines the labeling of the products (indications and symbols)
- searches for evidence (e.g. invoices)
- when necessary, takes samples according to national and European legislation and practices (e.g. ISO standards for sampling)

The samples taken are sent for analysis to accredited laboratories

In the case of non-compliance- Regulation on inspection and certification of GI's (PDO & PGI) products issued by ELGO-DEMETER describes the appropriate corrective measures to be taken by enterprises in case of non-



compliances. Deadlines for action are indicated and follow-up visits carried out if necessary.

JMD 261611/2007 provides the legal framework for the sanction system for infringements as regards GI's products.

Greece has significant export of protected products where cheese takes significant place, especially Feta, Kasseri, Kefalograviera, Graviers Kritis, Manouri and Graviera Naxos. Total export for 21 Greek PDO cheese is 63.609.037 kg. Also there are other significant protected products like: Patata kato nevrokopiou, Mila Zagoras Piliou, Prasines Elies Chalkidikis, Milo Kastorias, etc.

Greece has widespread and deep experience in PDO/PGI and frequently updates its own system of control and certification, increases the number of enterprises that have applied and awarded with GIs certification. Also works intensively on creation and popularization of the certification logo using the robust overall structure, well organized record keeping and applications, verified by several audits performed by the EU.

Currently there are two main running programs of GDQAAP: Feta PDO, and Upgrading the framework and procedures for providing services to rural entrepreneurship for Upgrading the framework and procedures for providing services to rural entrepreneurship, Operational Program "Competitiveness, Entrepreneurship and Innovation 2014-2020 (EPAnEK).







» Prototype. Source Eutropean Lettuce growing on different kind of soils produced from urban waste. Source ZAG

other local projects, and creating the local partnerships to run the activities on site. Even before starting the official campaigning for the allocation of the plot, many potential users have expressed their interest. To improve the local food distribution chain, partners are developing an online platform and app that can support farmers and consumers to get into contact. The initial phase for this is to map existing farmers, their products and needs, in order to then match it with those of potential procurers. With the beta version of the platform under construction, farmers are starting to recognize the potential that this service can offer in terms of new business and optimization of their efforts. One of the largest investments within the project is the creation of a soil production facility, with innovative technology, that can turn urban waste into fertile soil. With citizens often not wanting waste treatment facilities close to their homes, despite this one being not polluting, and with innovative solutions requiring extra efforts in the setup of the procurement, it has been a demanding but successful challenge for partners to get things rolling

## BASILICATA ON THE TABLE

The Province of Potenza presented its territorial Excellent eno-gastronomy brand products. Basilicata on the table, in particular, shows the DOP, PGI, DOC, DOCG's territorial brands. In recent years the Basilicata region has undergone a useful and positive transition thanks to the gradual development of commercial activities that have been able to conquer a space in the international contexts. Currently Basilicata counts 17 characteristic brand products, including 6 wines.



PDO products are: Caciocavallo Silano, Pecorino di Filiano, Vulture Olive Oil, Rotonda Beans, Red aubergines of Rotonda

PGI products are: Canestrato di Moliterno, Picerno Sausages, Sarconi Beans, Lentils of Altamura, Senise Peppers and Matera Bread. Senise Peppers dried are also the symbol of the region, a sweet pepper brought to



Basilicata in the southern areas in the territory of Senise, from the Antilles XV century.

Protected wines are: Aglianico del Vulture Sup. DOCG - Aglianico del Vulture DOC - Grottno di Roccanova DOC - Matera DOC - Terre dell'Alta Val d'Agri DOC - Basilicata IGT.

In 2017, the Basilicata region, in application of a 2015 regional law (following modification of one of the 2012- General Discipline of the Lucanians abroad), established permanent information Basilicata desks abroad, at the Federations and Associations of Lucanians around the world, in order to promote local productions and create a system of information and services as a point of connection between the cultural, economic and social regional world with that of the States of reference. They guarantee the collaboration for the realization of events abroad through the action of support and activation of services for the recruitment of business contacts.

The trend of recent years carried out by experts in the sector, is to carry out the so called "food tours", or, organized trips for foreigners who come to Basilicata to learn about our territories, both, from a touristic point of view and from a cultural one.

In the field of tourism, food and wine, production activities and goods promotion, the various services offered, make it possible to shorten logistic and structural distances in order to facilitate a path of growth for many medium-small companies.

The motto of the province is: "Basilicata, what a beautiful discovery!"



## EXTRA VIRGIN OLIVE OIL: QUALITY AND TRACEABILITY IN THE PROVINCE OF FOGGIA

Dr. Massimo Fragassi spoke about genetic variability of the olives as the most important characteristic of Italian olive growing. PDO is formed on it, allowing the quality of Italian oil to be recognized. There are 25 olive varieties in Italy, and four of them are main in the Province of Foggia: "Bella di Cerignola" Cultivar, "Peranzana" Cultivar, "Ogliarola Garganica" Cultivar, and "Coratina" Cultivar.

There is a large variety of selection characters for quality combined in morphological (vegetative growth), biological, agronomic (production consistency, resistance to detachment and stress resistance) and oil attributes (product innovation, typicality, organoleptic characteristics and nutritional health benefits).



Quality control of the oil has several parts: food hygiene and safety, nutritional (label), hedonistic and socio cultural. Quality is linked to antioxidant oil content and technology is linked to temperature and processing that influence on the product organoleptic characteristics and preservability and oil yield.

Quality assessment is done on the base of the CEE Regulation 2568/91 and subsequent amendments focusing the glycerine compounds, analysis of the diacylglycerols and fatty acid analysis.

Process of getting the PDO/ PGI product goes in several phases:

1. Application for registration of PDO or PGI exclusively by a supply chain association
2. Preliminary investigation at the Ministry of Agricultural and Forestry Policies
3. Transmission to the EU for recognition of the mention of origin
4. Checks by a certification body accredited by the Ministry that certifies the correspondence to the production disciplinary.





5. Positive conclusion of the preliminary investigation and registration in the European list to enjoy the protection mechanisms against uneven uses and counterfeits

Olive supply chain must have traceability of the stages. It all starts with cultivation from agronomic management of the olive growth, through harvesting, storage, transports conservation to mill for getting of oil. Milling process continues by storing of oil in the mill, and further to defoliation wash, pressing, kneading, extraction, separation for getting of oil that goes in storage to decant or mixing for final oil product and it storing. Second manipulation happens with oil from the storage which goes again to filtration, decanting, storing, mixing, storing, packaging and shipment. At the end product could be bulk oil or packaged oil.

Development of lines of olive growing goes in two directions first line of development (intensive cultivation system, biological agriculture, use of new machines) and the second line of development linked to monumental olive trees and enhancement of the landscape.

## STUDY TOUR

Second part of the Networking event was organized in the form of the Study tour. Having in mind the topic and the content of the project it was decided to visit one winery which has the wine with PDO and is in the process of accreditation for the organic production of grapes.

For the last ten years, Kovacevic Winery has been intensively cooperating with the most prominent winegrowers from Fruška Gora, not only to produce the highest quality grapes on the best Fruška Gora plots - for the needs of the Kovacevic winery, but also with the desire to create a common ground for wines with a distinctive Fruška Gora climate. Today, Kovacevic



Winery also has a long-term contracted and carefully controlled grape production on an area of about 100 hectares of vineyards, which are owned by the old vineyard families from Fruška Gora.

Group visited the old vinary and had a chance to talk with hosts and at the same time had an opportunity to taste specific wines produced from the grape from Fruška Gora.



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