

# **Local Tastes of Association Agreements**

**The local food & wine in Georgia,  
Moldova and Ukraine: A savoury  
guidebook**



• Visegrad Fund

# Local Tastes of Association Agreements

The local food & wine in Georgia, Moldova and Ukraine:  
A savoury guidebook

Idea, structure and edition by

Wojtek Szpociński  
Sylwia Szparkowska

The contributions by

Wojciech Szpociński  
Sylwia Szparkowska  
Judit Rácz  
Petra Supakova  
Monika Jakubowska



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## **Preface or entrée**

The current companion was designed an easy ready & see collection of the testimonies and field-stories on how the ubiquitous trend to eat locally and drink bio or by micro-wineries, along the EU driven modernization effort, have started to leave its tangible, fairly encouraging, still micro-scale, mark on rural economies and landscape of Georgia, Moldova and Ukraine, to a certain extent, following the path of rural upswing and revival witnessed in Visegrad countries: Czech Republic, Hungary, Poland and Slovakia. The Visegrad best practices and cases studies are provided for further reference and inspiration.

A raison d'être of this concise guidebook and a credo of its authors is to proof that one may try a truly local gourmand food, washed with per-excellence exquisite, local wines not only in Georgia (what informed "one" may guess), but also in Moldova and Ukraine. Moreover, you don't need to be a paranoid foodie to do it.

We take you for a paper-based culinary trip from Moldova, via Southern Ukraine to Georgia, and all you need to do is to eat and drink with your eyes first. Than to make a short research (google check!) to believe us and plan your next culinary trip there. It's pretty straightforward, accessible and risk-free.

See you there, at the cat-fish steak coupled with a mellow, extravagantly dry white, at the formidable beef sirloin coupled with an exceptional, heavy bio red, in Moldova, at the bowl of asparagus, at the platters of superb fresh cray-fish washed with the local crispy white, in Ukraine, at the iron-cast cauldrons of Georgian stews (Chakapuli or Ostry beef), with a fresh baked Kakhetian baton bread (Shotis Puri) in one hand, indulging a glass of the fresh Qvevri wine in the other.

Нарос, Будьмо, Gaumarjos

# Georgia

## **BPC - Bio Product Company, Georgia**

BPC was born in 2010 and specializes in producing organic and conventional natural juices made from wild rosehips and sour cherry. Production technology is mainly based on Georgian homemade traditional methods and adjusted to wide production with much care, in order to achieve products' highest possible naturalness and functionality. BPC is the first Georgian company producing BIO and USDA Organic certified juice prepared from Georgia grown plant. This was made possible through incredible work and support of Internally Displaced families (IDPs) being affected by regional conflicts, which



*phot. BPC - Bio Product Company*

is within our Social Responsibility (CSR) initiatives. We employ local inhabitants in different regions of Georgia to collect wild forest products for us - thus get purely Georgian product. <http://www.bpc.ge/>

### The agricultural cooperative “Gile”, Georgia

The cooperative “Gile” is engaged in the production of the variety of fruits, in particular apples, nectarines, persimmons and plums. However cooperative’s trademark is the production of the berry fruit, including blackberries (Chester and Arapaho varieties), strawberries and raspberries. The Cooperative also operates own fruit processing factory, where dried fruits are being produced. The cooperative “Gile” actively participates in “Producing Georgia” within the framework of “Introduce the Future” program, supporting program’s objectives with the plantation of blackberry seedlings. <https://www.facebook.com/%E1%83%92%E1%83%98%E1%83%9A%E1%83%94Gile-115128369118264/>



### Samurabe project, Georgia

Samurabe project emerged from the need for restoring people’s lost contact with nature, with simply slowing down and finding harmony with the environment as the main principles followed by the authors of the project’s idea. Samurabe produces organic, home-made jams to be sold within the ultrashort food supply chain, prepared of

*phot. The agricultural cooperative “Gile”*

freshly picked fruit grown in strictly ecological conditions and cooked in the family kitchen without any artificial additives. [https://www.facebook.com/Samurabe/?ref=py\\_c](https://www.facebook.com/Samurabe/?ref=py_c)

### Tem Community, Georgia

Tem means ‘community’ in Kartuli, the Georgian language. On this farm in the eastern Kakheti region of Georgia, socially vulnerable people live an active, challenging, and most of all, happy life. Life at Temi is based on the belief that all human beings are equal, that everyone can contribute, and that each of us has the right to reach our full potential – which requires provision of care, love, education, and opportunities. Temi aims to develop its capacity to earn a sustainable income, in



*phot. Temi Community*

order to provide a safe and stimulating environment in which its members can develop to their full potential. All 23 hectares of TEMI farmlands in Kakheti region are maintained according to organic practices. Approximately 6.7 hectares are vineyards, certified organic by CaucasCert EU-accredited. TEMI has been producing wine since 1998, gradually increasing its capacity. Over the

last few years, TEMI's Qvevri wine has been recognized for its excellence throughout Georgia and abroad. Since 2017 Temi Community cooperates with other producers and manufactures from Kakheti region as a part of local cycling culinary routes project. Bikes available for rent are located at the premises of Temi. In addition, Temi operates its own community kitchen, where traditional Georgian dishes are served to the visitors and home-made organic products based on traditional recipes are prepared for sale. All the products sold under "Temi" brand are made of locally sourced raw ingredients supplied by farmers in nearby villages of Gremi, Sabue, Almati and Eniseli. Temi also aims to ultimately exist without harming the environment through pollution or degradation, as the community believes there's no financial or social sustainability without protection of the one world in which we all live. <http://www.temi-community.org/>

#### **Lagazi wine cellar, Georgia**

Shota Lagazidze, a winemaker from Tusheti, a mountainous region of Georgia, having begun as an ordinary employee at a tourism management company, moved to winemaking together with one of his friends, eventually setting up his own brand called 'Lagazi'. Lagazi is a family vineyard, located in the Georgian village of Zemo Alvani, where wine is being produced according to Georgian traditional method – in Qvevri, a clay vessel made to store the wine that is later buried under the ground. Customers of the Lagazi's family vineyard can get acquainted with the traditional method of wine making in Qvevri, taste natural wine "Lagazi", made from different grape variety and even have family lunch, with traditional Georgian dishes. The main aim the vineyard is to produce pure and natural wine, made especially of forgotten vine varieties. Vineyard's founder plans to revive forgotten species of grapes, namely, Kakhetian Mtsvivani, very old species traditionally grown in Georgia, which nowadays can only

foto. Lagazi wine cellar



be found in very small amounts. Shota Lagazidze is also the founder of an agro-touristic farm. [www.lagazi.ge](http://www.lagazi.ge)

#### **Lagvinari organic winery, Georgia**

Lagvinari is a small, organic winery in Georgia, founded by Doctor Eko Glonti. The winery works closely with local, artisan grape growers and uses both – indigenous grape varieties and ancient winemaking techniques (fermenting grapes in qvevri) to promote sustainable Georgian farming and preserve its rich cultural heritage. Lagvinari has been listed in the menus of number of top end Michelin star restaurants and is available for sale at the famous HEDONISM wine shop in London. Lagvinari wine is currently exported to the UK, Norway, Austria,



France, Ukraine, USA and Germany. <http://www.lagvinari.com>

*phot. Lagvinari organic winery*

### **Ruispiri Biodynamic Vineyard, Georgia**

Georges Aladashvili is a Georgian winemaker who, as he says, sleeps in his cellar and makes wine the old-school way. The owner of the Ruispiri Biodynamic Vineyard studied winemaking in Switzerland, just to make his way back to the vineyard in Telavi, a small sub-region of Kakheti. Winemaking in Ruispiri Biodynamic Vineyard is both old-fashioned and ecological. The wine is being prepared in underground clay vessels, known as qvevri or amphorae, a crucial part of Georgian wine-making and cultural heritage. Aladashvili owns two hectares of vineyards and rents another five, producing approximately 7,000 bottles a year, with the preference being given to wine production based on the indigenous grape varieties. <http://www.biodynamic.ge>

### **Biochaduna, Georgia**

Biochaduna is a social enterprise located in Kakheti region, specializing in production of dried flowers, organic jams and other fruit-based products – made of apples

and berries, with the elderberry being brand's trademark. All of the ingredients of Biochaduna products are grown on the community operated farm using ecological farming methods and solar dried. Everything is done manually and prepared based on traditional Georgian recipes without using any preservatives or artificial additives. <https://www.facebook.com/Chaduna-200598177130086/>



*phot. Akido Churchkhela*

### **Akido Churchkhela, Georgia**

Akido Churchkhela is a Georgian start-up enterprise located in Kakheti region, producing high-quality, natural and fully organic Churchkhela – traditional sausage-shaped candy made by repeatedly dipping a long string of nuts in tatar – a mixture of flour, sugar and Badagi (concentrated fresh grape juice). Georgians usually make Churchkhela in the autumn when grapes and nuts are harvested and sell it at the Christmas markets, making this local treat particularly attractive to both locals and tourists. Carefully selected raw ingredients coming from ecological farms in Kakheti, traditional processing methods and generations old recipe make Akido Churchkhela products an outstanding representation of



best Georgian delicacies. <https://www.facebook.com/akido.churchkhela/>

### “Gemovani”, Georgia

“Gemovani” project idea aimed at promoting various Georgian food products manufactured by local producers in order to enable consumers to get better knowledge of the cultural and environmental heritage of Georgian village. “Gemovani” label strives to bring together Georgian endemic foods only. Among them traditional Georgian Mzetamze bread, produced by family company Mzetamze, made of Georgian endemic wheat flour, using traditional local processing method. <http://www.gemovani.ge/eng/>  
<https://www.facebook.com/MzetamzePuri/>



phot. Gremi Company

### Gremi Company, Georgia

Founded in 2015 Gremi Company aims to provide consumers with high quality, organic, exclusively Georgian products. Gremi products do not contain artificial flavorings, dyes and preservatives and are made according to the ancient Georgian traditions, preserving strictly protected historical recipes. Company specializes in production of those types of Georgian honey, which are available only in very small quantities or harvested only in specific regions of Georgia. One of the company's main products is the wild honey – rich in iron, minerals and vitamins field honey, characterized by its dark color is a rare Georgian delicacy, which can be obtained only in Guria region. <http://gremicompany.ge/en>

### Aristaeus cheese shop, Georgia

Aristaeus cheese shop located in the center of Tbilisi's old town offers a wide range of traditional hand-made Georgian cheeses in unique varieties coming from different regions of Georgia. Cheeses aged in Georgian Saperavi wine, with garlic and coriander seeds, with honey and mint, blue cheese or covered with ashes, accompanied

phot. Aristaeus cheese shop



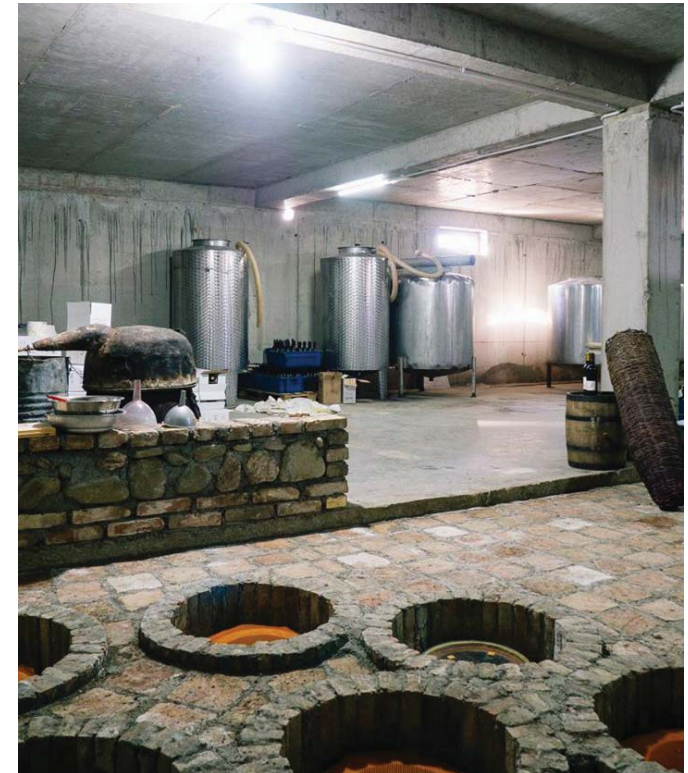
by the selection of best Georgian wines and other local delicacies are only some of the rare products available in this unique place in the heart of Georgian capital city.

<https://www.facebook.com/Aristaeusge/>

### **Jakeli Organic Vineyard and Wines, Georgia**

Brothers Zaza and Malkhaz Jakeli are pioneers of organic wine making in Georgia. They use green manure, copper and sulphur for plant protection. No oak barrels. No filtering. The ancient Georgian village of Khashmi in Kakheti is famous for its Saperavi grape variety. The Jakeli family started their vineyard in 2001. It is set up near the village in the lori valley teaming with field flowers, blackberry, sweetbrier and sea-buckthorn bushes and bordering forestry mountains. The vineyards are managed organically. The soil is not cultivated to allow a soil food web to develop and improve its structure. Grass is scythed several times per season and used for mulching. The harvest is usually carried out in the middle of October. Grapes are hand-picked, sorted and processed immediately. Vinification is made naturally. Sulphites are used in the smallest amounts and only after the Ma-lo-Lactic fermentation. The wine is aged for at least 30 months and not filtered. <http://www.jakeli-wines.ge/>

*phot. Jakeli Organic Vineyard and Wines*



# Moldova

## Et Cetera Winery and Bike Rental, Moldova

After long and extensive travels, two brothers returned to their native village to follow their passion – wine-making. One is a mathematician, the other worked in American casinos. Thus, they combine rational thinking with an understanding of the value of luck. Starting with the planting of vines, the estate now produces thousands of bottles each year. The business has evolved, bringing new developments and greater success. This is the origin of the winery's name, Et Cetera. The winery is one of the few other vineyards, local food producers and manufacturers participating in the Moldovan Culinary Routes Project aiming to create and promote complete, fully functional and integrated products of rural tourism designed to support balanced, sustainable rural development and diversification of income in the countryside: production and promotion of regional products, construction of thematic (including culinary) cycling and walking touristic routes. Tourists can follow one of three culinary paths presented at [www.bikeandwine.md](http://www.bikeandwine.md), visit

*foto. Development Policy Foundation*





local producers and winemakers and buy their products directly. Bikes can be rented and dropped at any of the participating wineries and they are provided with assistance in organizing the way back when needed. <http://etcetera.md/>

*phot. Development Policy Foundation*

### **Vinaria Nobila, Moldova**

The very idea of making wine for the founder and wine-master Oleg Boboc was the result of a study tour of wineries in California and Oregon. Exposure to American wineries inspired a plan to plant a vineyard and produce noble wine – Vinaria Nobila - in Purcari region. Vinaria Nobila was founded on five acres (two hectares) in the village of Olane?ti in 2004. Soils in the region are best suited for red grapes, and plantings were divided equally between Cabernet Sauvignon and Merlot. In 2006, the winery planted about 5.6 acres (2.3 hectares) to Chardonnay, Riesling, Cabernet Franc, and Sauvignon Blanc. To further diversify its plantings, the winery added Pinot Gris and Pinot Noir for sparkling wines. <https://www.facebook.com/vinarianobila/>

*phot. <https://www.facebook.com/vinarianobila/>*



### **Equinox Winery, Moldova**

Equinox is one of the smallest wine producers from Moldova of 5 hectares vineyard. The vineyard is situated in Olane?ti on the slope that overlooks the Nistru river valley. The slope has a wide variety of very different soils and this diversity contributes to the complexity of its wines. They grow 8 red and 3 white varieties, from which we produce formidable wines with character and expression of the terroir, the assembled - coupage reds in particular. Since 2006 Equinox started the conversion to organic farming and starting with 2013 vintage Equinox wines are certified organic. Eighty-seven percent of Equinox vineyards are planted with red wine grape varieties. The traditional red varieties of this region are Rara Neagra, Cabernet Sauvignon, Merlot and Malbec. However, the region also offers exceptional conditions for both Shiraz and Carménère, varieties which are quite new to Moldova. The most common white varieties are Chardonnay, Feteasca Alba and Feteasca Regala. <http://www.equinox.md>

### **INFO**

To help with the organization of bigger events, 300 wine glasses are provided for rental among the wineries participating in Bike&Wine Culinary Routes project, financed by Polish Development Assistance Program of the Ministry of Foreign Affairs of Poland aiming to develop the touristic offer in Purcari and Stefan Voda regions.

### Casa Parinteasca, Moldova

Museum complex “Casa Parinteasca”, located in the Palanca village of Calarasi, was established as a private handicraft museum, with the mission of exploring and promoting of the cultural heritage of Hîrjauca commune (villages of Hîrjauca, Leordoiaia, Mîndra and Palanca), being a part of elaborated action plan to improve the socio-economic situation of inhabitants of the region by capitalizing on Hîrjauca’s tourist potential. The “Casa Parinteasca” has its own farm house courtyard and operates a certified community kitchen, renovated and equipped thanks to the funds provided by Polish development assistance, where traditional Moldovan dishes are served to the visitors, as well as a whole line of homemade organic products manufactured by

*phot. Development Policy Foundation*



*phot. Development Policy Foundation*



*phot. Casa Parinteasca*



the local farmers – all packed under the joint Palanca Delights brand, made of locally sourced raw ingredients are prepared for sale. Tourists are welcomed to book a home-stay accommodation at and rent bikes located at the territory of museum complex, all funded in the frame of Moldovan Culinary Routes project, with the “Casa Parinteasca” being an important destination on the touristic paths advertised by the project. Museum offers training sessions and workshops on traditional Moldovan handicrafts such as carpet making, organizes summer schools with the participation of specialists in the field of folk art, crafts exhibitions, ethnic and cultural festivals, as well as actively promotes and exports Hîrjauca heritage abroad, cooperating, among other, with the German fashion brand Isabell De Hillerin. <http://www.casaparinneasca.com/>

#### **Ambera organic oils, Moldova**

Located on the territory of the Republic of Moldova, Ambera company combines innovative production technologies and usage of high quality raw materials. Moldova has exceptional agricultural production resources - fertile black soils (chernozem) are ideal for growing of cereals, fruits and vegetables, rural areas constitute an excellent platform for organic plant production. The volume of oilseed production in 2015 amounted to 552 thousand tons. More than 300 companies are active in this sector, increasing the number and variety of production each year. Ambera produces natural, organic plant oils using innovative “cold” press technologies. The oil is produced from selected seeds that are not subjected to thermal or chemical processing, which ensures a natural taste and preserves bioactive substances in plants. These principles allow the nutrition, vitamins and minerals contained in the initial raw material to be retained. The implementation of high performance technologies allows the production of high quality oil at a lower cost. The main characteristics of Ambera oils are freshness, exclusive

taste and thoroughly selected raw ingredients. <http://ambera.bio/>

#### **Laro Migdale, Moldova**

Laro Migdale company located in the Stefan-Voda village was established in 2006 by the Lebedev family. After countless studies, research, as well as examining climate of the region and the location of the agricultural land owned by the family, the Lebedevs opted for the cultivation of almond trees, which led to the development and implementation of almond growing and processing business strategy. The first almond tree was planted in 2007. The first fruit was registered only three years later. For the Lebedev family it was a very symbolic moment, which helped strengthen the motivation and really determined the future of their new business. Until 2012 the family worked abroad by the cultivation of the orchards, just to save enough of money to carry on with the Laro Migdale project. As stated by the family themselves: a main asset of their business is that it's a family business, based on values such as tradition, quality and responsibility. Decision to start growing and processing almonds,

*phot. Laro Migdale*





fot. Laro Migdale

though they are a very rare crop in Moldova, proven to be the right choice, as the expansion of Laro Migdale from a small family business to a profitable business was exceptionally fast. Currently, besides the almond core, the blanched almonds and the bitter almonds, the family also produces oil, almond flakes and almond meal and aims to further diversify production. <http://laromigdale.eu/>

### **TIMBRUS wine, Moldova**

TIMBRUS is an international project that specializes in producing totally new wines of premium quality. The name of the project comes from the word «timbru» meaning fiscal or postage stamp. Like rare stamps TIMBRUS wines pretend to turn into desired objects of wine collections. The story of the project begins from the purchase of commercial lands in Purcari region, the most popular Moldovan wine-producing region that has become a legend since the 19th century, when the wines of European quality have been already being produced there. The secret of TIMBRUS wines lies in correct European approach at all stages - from planting the young vineyards till bottling. This approach shows itself in every



fot. TIMBRUS wine

detail: selection of qualitative planting materials; planting them out in most favorable conditions for the best productivity; selective and smart usage of Purcari region's natural resources, and natural aging of wine in barrels made of French and American oak. TIMBRUS wines are the only ones in Moldova that are produced with the application of natural wine yeast technology. The usage of natural yeast cultivated on the vines of TIMBRUS own vineyards, unlike the laboratory created yeast, permits to achieve the unique flavor qualities to distinguish TIMBRUS wine among other highly qualitative but alike in taste wines of the same region. Namely thanks to the usage of natural wine yeast technology TIMBRUS wines fully reveal all the features of every grape variety, as well as the richness and peculiarity of the nature in Purcari region. <http://timbrus.com>

### **Gori's Tomatoes, Moldova**

Gori's Tomatoes specializes in production of seasonal vegetables, starting in early spring to the end of the summer, strictly observing and respecting the schedule for seeding, planting and harvesting according to the natural



foto. Gori's Tomatoes

seasonal preferences of the plant species. That means that only specific kinds of vegetables are available at the farm during different months. In spring the farm delivers radish, green onions, green peas, spinach, varied salad, chard, and others. In the summer, organic seasonal offers expands to heirloom tomatoes, sweet corn, courgette, sweet and quick pepper, carrots, potatoes, and more. In 2013, we launched community supported agriculture delivery scheme. Members of the delivery network invest their money before the season and get guaranteed weekly fresh basket of seasonal vegetables from the farm delivered right to their door. The delivery schedule worked out very well for the Gori's Tomatoes farm as it allowed the farmers to plan before the planting season for how many people exactly vegetables need to be provided without producing too much and avoiding unnecessary product losses. <https://www.facebook.com/GorisTomatoes/>

### **Rovazena oils, Moldova**

Rovazena is a Moldovan producer and retailer of unrefined, organic vegetable oils with the variety of rare products available in the company's offer, including oils



foto. Rovazena oils

made from grape, pumpkin, flax, sesame and cannabis seeds, kernel of the walnut and apricot, seeds of milk thistle, sea buckthorn oil, almond oil, soy oil and many other. All of the Rovazena oils are obtained in the cold pressing of raw seeds to retain their flavor and nutritional qualities, the addition of preservatives or other chemicals, 100% natural and pure. <https://www.facebook.com/Rovazena-Uleiuri-Naturale-276182439158782/>

### **Vegetal oils, Moldova**

Vegetal company specializes in extracting high-quality organic oils, including grape and pumpkin seed oil, almond, sunflower, black seed oils, all cold pressed to ensure that all of the natural properties of the raw ingredients used for production will be preserved. Vegetal company oils are stored in stainless steel tanks under a layer of nitrogen, which prevents any contact of the product with the air, making them fresh and usable for both cosmetic purposes and consumption. <http://vegetalshop.com>





foto. Vegetable oils

### Livada Organica, Moldova

“Livada Organica” is a start-up business located in the predominantly rural district of Moldova – Stefan Voda. The company specializes in the production of dried tomatoes – first producer of this traditional Mediterranean delicacy in the country. “Livada Organica” offers other organic dried fruit as well, including plums, apples and peaches. All produced using strictly ecological methods. As a space for production, the entrepreneurs rented an old tunnel gas dryer with in the Olanesti village, the total capacity of which (if calculated based on dried plums) is 1200 kg per day of dry finished product (or 3.6 tons of raw material). All of the products offered by the company contain only natural organic compounds. The seeds used for planting are obtained from last year harvest without the use of genetically modified plants or seeds. Recipes of the “Livada Organica’s” products correspond to the traditional processing methods used 20-30 years ago in the Moldovan households based on the natural preservatives only (salt, sugar, etc.). The drying of the products is done at a temperature of maximum 40°C, which allows the preservation of up to 90% of vitamins and of other



foto. Livada Organica

beneficial substances. In addition to dried fruits and vegetables, “Livada Organica” also produces variety of vegetable oils using cold mechanical pressing method, among other, made of nuts, mustard and pumpkin seeds, grapes and apricot kernels, thistle, sesame, peanuts and, of course, sunflower. <https://www.facebook.com/livadaorganica/>

### GOGU Winery, Moldova

The wine-making history of GOGU Winery company dates back 4 generations in the Gogu family. The winery’s founder, Ilie Gogu, is a winemaker by heredity, who made his ancestors’ dream a reality. When he took over his family’s business, he made considerable investments in vineyards and technologies for obtaining quality family wines. It is worth mentioning that Ilie is best known not as a businessman, but as a valuable winemaker. Before founding the family business, Ilie has traveled a difficult road, which began with studies in the field of wine technology and continued with 10 years of experience as a head technologist at one of the biggest wine companies in Moldova. Under Ilie’s supervision, the lengthy wine-making process takes place – starting

from planting the vine cuttings and harvesting of grapes and until bottling of wine. He monitors each stage of the production and makes considerable efforts to obtain a select, high-quality product. The company's vineyards are situated in the most suitable wine-making area of Moldova – the Southeast. Each year, by increasing the area of its vineyards, the company guides itself by the main rule – production of select, quality and exclusive wines. Because of this, the number of produced bottles is usually limited. From the moment of its launch on the market in 2014, Ilie's wines immediately received highest recognition from national and international experts. Thus, in 2015 they were awarded two golden medals at Asia Wine Trophy 2015, and also at the Bucharest International Wine Contest 2015. GOGU Winery wines have character and contain a harmonious palette of refined taste in line with the best wine-making traditions from Moldova. Recently bought, new wine bladder press and filtration equipment used to produce GOGU wine has been co-financed by the Development Policy Foundation, Poland. <https://www.facebook.com/GOGU-Winery-1391561284253757/>

*foto. GOGU Winery*



# Ukraine

## Gourmet from Lyubimovka, Ukraine

Agro Focus is a family business that specializes in the cultivation of niche agro-crops such as asparagus, sweet potatoes, garlic and saffron spices. The desire to grow unusual for the region species of plants came from the Boden's family love for cooking of the delicious food. Life in a village in the south of Ukraine rarely offers the opportunity to buy fresh brussels sprouts, fennel, shallots, asparagus at the local market. It is what inspired Larisa Boden to start growing vegetables and ingredients so often used by her husband Johan while cooking dishes for family and friends. What started as a hobby 10 years ago soon became a family business pioneering in growing saffron in Ukraine, which later on also provided work for the villagers from Lyubimovka. Currently, the company specializes in growing and selling white and green asparagus, strawberry, garlic, fennel, sweet potatoes and even saffron to selected customers and consumers in Ukraine. All products are under the brand name "Gourmet from Lyubimovka". <http://agro-focus.com.ua/ua/>

*phot. Gourmet from Lyubimovka*



### “Shafranovka from Lyubimovka”, Ukraine

Oleg Demchenko, farmer from the village of Lyubimovka, used to grow grain, sunflower, vegetables and fruits, crops typically cultivated in the Kherson region. In the recent years however their prices have become very unstable, which forced local farmers to search for alternatives. Inspired by the couple of local successful entrepreneurs Larissa and Johan Boden, who invited neighboring farmers to a conference on niche crops, he decided to start for the first time planting of the saffron crocus bulbs. Growing the world’s most expensive spices – saffron is a considerable investment, but it pays off in just two years. In Ukraine, one kilogram of saffron crocus bulbs costs \$7, relatively low price comparing to the



fol. Development Policy Foundation

world’s market average of \$10. Plantation of 1 hectare can produce an income of up to \$4.500. Saffron crocuses grow well in Ukrainian soil and require no fertilizer or irrigation. Flowers grow in one place up to eight years, every season harvest increases. Soon Mr. Demchenko expanded to asparagus as well and together with a friend Vitaliy Shakalo initiated production of own unique organic products with the addition of the saffron spice, including the saffron vodka “Shafranovka from Lyubimovka” and honey with the addition of saffron.

### Nova Kakhovka Local Foodie Group, Ukraine

Nova Kakhovka Local Foodie Group was established in the frame of the international project “Local Tastes AA: V4 for Short Food Chains and Geographical Indications in Georgia, Moldova, Ukraine - Culinary Routes” funded by the International Visegrad Fund. The group involves the local producers of honeys, dried fruits, cold pressed oils, liqueurs, fruit distillates, goat cheeses, Armenian Lavash bread, jams, chutneys, sauces and pickles, including the Korean style Kimchi. This local network of producers was additionally endowed with the micro-equipment,

fol. Development Policy Foundation





along the uniform, easy-fit-all packaging to start a joint line of various locally made products, mirroring the multi-cultural milieu of Nova Kakhovka.

*phot. Development Policy Foundation*

### **The Academy of Organic Gardening, Ukraine**

The Academy of Organic Gardening is an innovative institution dedicated to training, consulting and designing intensive industrial gardens. An intensive garden is traditionally seen as a garden with over 3000 trees per hectare. However, many farms have high-performance gardens with a density of 3000-8000 seedlings per 1 ha. Cultivation of seedlings according to organic standards available for sale to promote the idea of organic gardening is the concept of the activity of the nursery Lanovenko. The Lanovenko nursery is engaged for more than 20 years in the cultivation of seedlings of dwarf trees as a most favorable species for gardening in Cherkassy region. The main advantages of dwarf trees are breeding, annual high-quality crop, comfort in care of the chest, lack of periodicity. The cost of a bookmark and care for an intensive industrial garden will pay off for the 2-3rd year of fruiting. Trees on dwarf ditches begin to yield



*phot. The Academy of Organic Gardening*

crops of 2 years of age. A hectare of adult intensive gardens receive 40-45 tons of high quality apples or pears for 25-35 years. <http://www.ukr-sad.com.ua/en/>

### **Goat farm "Golden Goat", Ukraine**

Goat farm "Golden Goat" located in the picturesque agricultural region of Ukraine is a first goat breed reproducer in the country, specializing in breeding of Zanon and several other breeds of goats including Nubian, Alpine, Lamancha and crossbreeds. Today the farm keeps almost 300 goats. In 2013, for the first time in Ukraine, artificial goat insemination was carried out on the "Golden Goat" farm by the company Sersia France with the semen of the goats producers of the Zanan and Alpine breeds from France. The fertilization result turned out to be amazing - 80% of goats were successfully fertilized (for comparison, in Holland, the percentage of coverage in artificial insemination ranged from 40 to 60%). "Golden Goat" offers variety of services – sale of goats, artificial insemination of goats, consultation as well as production, processing and sale of goat milk dairy products. <http://www.zolotakoza.com.ua/>



### “Shkvarka”, Ukraine

Traditional Ukrainian dishes are known throughout the world, such as borscht or famous Ukrainian dumplings. But there are many kinds of delicious Ukrainian gastronomy that, despite their widespread use in ancient times, or even in the very near past, are forgotten and disappearing. The team of “Shkvarka” company, being great connoisseurs of both the Ukrainian kitchen and the traditions, wishing to be good descendants of their ancestors, embarked on the difficult task of regenerating the best of what was being prepared in the Ukrainian village on the eve of the great Christmas and Easter holidays, just before the wedding or the feast. They prepare their home-made products – cheeses, sausages, wadded meat, bacon, hot sauces, pasta, jams, vegetable snacks and other delicacies with the principles of authenticity, love, inspiration and perfection. Being genuinely prepared at home “Shkvarka” products may differ in flavor, however, taste and quality are always of vital importance. <https://www.shkvarka.org/>

*fot. Goat farm “Golden Goat”*

### Boim products, Ukraine

Boim – Ukrainian food producer brand and company’s official symbol, is a traveler who collects gastronomic wisdom of countries and peoples of the world, and in Lviv, embodies all of the gathered experience in delicious products. The business idea arose from the conviction that the cuisine is an important component of every culture, as traditional national dishes bear the cultural code of a nation. It is through the reproduction of traditional recipes discovered in different cuisines of the world Boim company develops the recipes and produces their sauces, spices, fragrant salts and oils. In addition, experiences gathered and acquaintances made during numbers of company’s founders’ travels gave an origin to new and unconventional combinations of familiar Ukrainian products creating absolutely new tastes. Company’s mission is to introduce people with new tastes, to transfer the flavors of the whole world to Ukraine, and to show the world a delicious Ukraine. <https://www.boim.com.ua/>

*fot. Boim products*





### **HAM.Lo – Ham with Love, Ukraine**

Good things begin with a dream, and a dreams begin with the good people. Sergiy Chuchkov and Iurii Serbin, founders of the HAM.Lo project started with a dream. Two years ago Sergey and Yuri worked as marketers, but their real passion to cook delicious food. They were not afraid of big goals and so a bold idea was born - to combine Ukrainian tradition of healthy natural ingredients with the Italian recipes. It was a difficult challenge. Friends traveled to Europe, gathered experience, experimented with raw materials, recipes, and production conditions. Now Sergey and Yuri are known for their wide assortment of dried meat products made of Ukrainian organic raw materials, including brisaola, bastrum, guan-chala and many more, all completely natural. <http://www.hamlo.com.ua/>

*fot. HAM.Lo – Ham with Love*

### **Beykush Winery, Ukraine**

Beykush Winery is a small family farm. Vineyard's founders planted best suited for the Ukrainian conditions international varieties coming from the best nursery gardens in France and Italy, as well as native varieties from

the Black Sea region in Georgia and Ukraine. The vineyard embraces natural farming methods, not using any pesticides or herbicides, achieving its superior quality of wine by reducing the vines yields (removal of the excess bunches). Everything is harvested and processed manually, followed by the careful selection of berries. So far Beykush wines are not available in retail stores and haven't appeared on the market yet, but vineyard's owners certainly have commercial expectations from Beykush Winery project. They do not rush though, believing that Beykush is not so much a wine business as, first and foremost, a wine art. <http://beykush.com/>

### **Makovetska cheese farm “Seven Goats”, Ukraine**

Cheese farm “Seven Goats” is located in an ecologically clean region situated in the Kiev province. “Seven Goats” produces number of cheese varieties made from milk of goats raised on the farm adhering to the rules of organic livestock. All of the farm animals graze on the nearby meadows, fields and forests. In the small cheese factory operating on the farm handmade cheeses from classic cheddar, gouda and edam to more exotic varieties as

*fot. Makovetska cheese farm “Seven Goats”*



brined Georgian sulguni cheese, black Italian truffles, as well as various soft goat and cow white mold cheeses are produced. Cheese farm “Seven Goats” also offers professional cheese-making courses, both for beginners and advanced cheese-makers. <http://7koz.com.ua/>

### TATO Pepper JAM, Ukraine

TATO Pepper JAM is a Ukrainian start-up producing original jam-sauces based on creative and unusual combinations of flavors, founded and managed by a culinary explorer Andriy Gnitetsky. Business concept arose from Mr. Gnitetsky’s passion for experimenting in the kitchen in the search for surprising tastes and unexpected culinary ideas. Inspired by his trips to India, TATO Pepper JAM’s founder decided to combine exotic Indian cuisine traditions with Ukrainian raw ingredients base and created the line of spicy jam-sauces available online and sold directly during various social events. <http://tatopepperjam.com>

### “Vsi Svoi” bazaar and shop, Ukraine

“Vsi Svoi” initiative in Kiev started as a regularly organized bazaar, purpose of which was to present to the

phot. TATO Pepper JAM



phot. “Vsi Svoi” bazaar and shop

customers local Ukrainian brands and smaller manufacturers. First event was organized in April 2015, setting the long lasting trend and main characteristic of the bazaar – presentation of the products in separated thematic groups divided into four areas: clothes, footwear and accessories, gastronomy, house and decor, children. There is no entrance fee, everyone is welcomed to visit the market site. In 2016 “Vsi Svoi” opened its first store – four floors building on the main street of the Ukrainian capital city hosting 150 best Ukrainian brands of women’s and men’s clothing, footwear and accessories, as well as children’s goods, souvenirs and gifts. <https://www.facebook.com/vsi.svoi/>

### Mr. Karamba, Ukraine

Mr. Karamba company is a family business established in 2013 with the goal of being first Ukrainian producer of hot paprika based sauces characterized by unusual combinations of flavors. The main ingredients of the sauces consist of berries, vegetables and various hand ground spices. Handmade sauces are produced from locally sourced raw materials in the founders’ family kitchen,



starting from the cleaning of the raw materials, processing, controlling the ratio of ingredients, assessing taste, color, consistency, ending with the sterilization of the containers - everything carefully looked after by the family members to ensure the highest quality of the product in every bottle or jar of sauce. <https://caramba.com.ua/>



fol. Mr. Caramba

# Poland

## Ecomania, Poland

Ecomania is a cooperative social business established in the deep conviction that the access to the natural food plays an important role in sustaining our good health and high quality of life. Company's goal is to provide the highest quality products grown exclusively at certified organic farms and healthy traditional products from family farms, small manufactories and from small craftsmen who focus on quality, not mass production or products distinguished by the "Culinary heritage" mark, awarded in regional competitions or traditional. Ecomania cooperates directly with carefully selected and trustworthy organic farms, all visited personally by the company's founders, which allows them to keep full control over the quality of the products offered and to ensure that the suppliers receive a fair remuneration. In the case of ready-made products such as honey, dairy products and bread, Ecomania offers also non-organic products, however, of the highest quality, coming always from small producers, who use high-quality semi-finished products.

fot. <https://zawody.kwalifikacjeczawodowe.info/s/3505/74627-Wybiez-zawod-dla-siebie/107665-Technik-rolnik.htm>



Starting as an organic citrus fruits supplier received directly from certified farmers from Sicily, the Ecomania's founders strived to provide customers in Poland with fresh, healthy fruit, unprotected chemically for transportation in order to dispel the myth of citrus fruits being very sensitizing and proving that short food supply chain of non-regional products is achievable. Products from Italy within a few days of breaking from the tree reach customers' homes directly. Farmers do not store the fruit. The products ordered by Ecomania are picked up just before shipment in exactly the right quantity. Later on the company expanded the offer to seasonal fruit and vegetables imported directly from Italy tomatoes, avocado, zucchini, spinach etc., as well as Polish seasonal organic vegetables and fruits. <http://ecomania.com.pl/>

#### **Local Products from Malopolska, Poland**

Local Products from Malopolska is a regional food network through which producers from different territories in Malopolska region connect with the consumers. Network has been established with the purpose of shortening the food supply chain by organising Malopol-

*fot. <https://hiphuta.com/2015/06/16/marchewka-bistro-najbardziej-eko-lokal-w-nh/>*



ska's farmers and small food producers into a collaborating and self-organising group. It is a model that is a benchmark and a model for establishing, improving and developing a system of collective selling of food products directly from farmers and producers - in a formula that contributes to the development of rural areas because the authenticity and quality of products are directly related to the producer and place of origin. As a result access to locally-produced food for people living in and visiting the Malopolska region has widely increased. Agricultural smallholders and small producers learned that working together dramatically expands the opportunities to advertise and sell their products. The Local Products from Malopolska system connects producers and consumers through various distribution channels e.g. farmers' markets, on farm-sales, restaurants, internet sales. The most important however are Shopping Clubs, Trade Fairs and Local Product Centers (e.g. Bistro Marchewka). Long-term cooperation provides a solution to the problem of increasing poverty of rural communities by combating social and economic exclusion of rural areas, contributing to the increase in smallholders' income, while simultaneously supporting protection of natural and cultural heritage values and regional food security. <http://produktlokalny.pl/>

#### **"A package from the farmer", Poland**

"A package from the farmer" is a project carried out by Polish farmers, who sell their own ecological products under the joint "Odrolnik" brand. Products can be chosen by the consumers online based on detailed description of the cooperating farmers, ordered and paid for in order to be delivered in the form of so-called "Package from the farmer". Collaborative network of small BIO farms conducting direct sales based on short food supply chain model is coordinated by Odednik Group association, which deals with the development of the project and

promotion of the direct sales concept itself. As a result, smallholders participating in the “A package from the farmer” project are able to obtain a much better price for their products, while the consumers gain unlimited access to fresh, high quality food of known origin at reduced costs. Such model of sales of organic fruits and vegetables presents a chance for economic survival for many small and medium-sized farms, which are the dominant element of the unique landscape of the Polish countryside but often losing in unfair, dumped competition with high-quality, industrialized farms or importing cheaper food. It should be noted that small and medium-sized Polish farms have considerable potential in the field of organic production and traditional food, e.g. food produced without the use of chemicals and GMOs. Following many recent food scandals, revealing the harmful effects of substances contained in processed foods (food dyes causing, for example, hyperactivity in children), more and more people develop an understandable reserve to anonymous food suppliers of the products available in supermarkets and start to look for traceable suppliers in the countryside, which brings great hopes for the future of organic produce direct sales. <http://www.paczkaodrolnika.pl/>

#### “Aphrodisiacs from the farmer”, Poland

“Aphrodisiacs from the farmer” are the regular trade fairs organized as part of the Malopolska Local Product project implemented under the Swiss-Polish Cooperation Program by the Foundation for Partnership for the Environment from Krakow, the LAG Association Gosciniac, the Center of Sport Culture and Tourism in Kalwaria Zebrzydowska and the Communal Culture Center in Lanckorona. The purpose of the trade fair is to promote small producers, farmers, farmers’ country clubs from the area. In addition to the shopping opportunities the customers gain a chance of tasting the traditional, organic products

grown and delivered directly by the local farmers, create individual and personal connections with the farmers, discuss the secrets of a good, home-made food, as well as place their individual orders. Characteristic feature of all the products presented during the fairs are traditional recipes, organic raw materials and a small scale of production, which makes every product excellent, full of flavors of the region, love of cooking and tradition. All the products come directly from the producers, which gives the customers an opportunity to meet and talk about cultivation methods, food quality and the secrets of good taste.



# Hungary

## **YouTyúk, Hungary**

YouTyúk' (Tyúk stands for hen in Hungarian) is a collaborative network of small farmers located in different parts of Hungary created to ensure the access to high quality, organic, backyard eggs in the Budapest metropolitan area. Web-based YouTyúk' social enterprise strives to improve the economic situation of rural producers by helping them to minimize the costs of animal husbandry. Due to precarious situation of small farmers, which are mostly unable to handle the high costs of delivery of their produce to the city markets and risks connected to changing customer demand, household livestock farming, including poultry keeping has almost disappeared in the Hungarian countryside in the recent years. YouTyúk's solution to those problems is simple but proved to be effective: through its website urban consumers can acquire detailed information on the connected farmers and adopt a desired number of free range chickens kept by farmers of their choice, enabling the farmers to calculate exactly how many eggs need to be produced and delivered to the customers in the current month. Customers located in the cities gain access to home-made, verifiable and traceable organic products, in relatively large quantities and with assured, continuous supply. Animals kept on the farms connected with YouTyúk are fed with self-produced forage, with no hormones or antibiotics used. Customers are always welcomed to visit the farms. Collective organization of the delivery system to 14 different pick-up points in the capital city of Budapest, as well as marketing, quality control of the producers and their products is provided by the 'Youtyúk company.

<https://www.youtyuk.hu/>



previous page fot. YouTyúk  
- Family Rác on their  
farm, and their product.



### Cooperating Balaton Uplands Brand, Hungary

Cooperating Balaton Uplands is a regional Hungarian brand elaborated by the Cooperating Balaton Uplands Association to serve as an umbrella trademark for the variety of local producers, manufacturers and small businesses to ensure environmental and social sustainability of the region, as well as the quality of the products and services offered under the local label system. The brand has been developed in a way compliant with the common European Territorial 'Rural Quality' Brand with an aim to simplify the process of fulfilling the requirements for obtaining the EU certification for the local producers. With the introduction of the brand, its users take upon themselves the responsibility of collectively promoting the services and products manufactured in the rural regions, especially in Balaton Uplands. The local brand seeks to strengthen social and economic co-operations within the region and beyond by offering networking possibilities – local producers and manufacturers get to know each other, share their experiences and help each other. Consumers, on the other hand, can buy high quality, sustainably produced and traceable local products. As a result, the whole locality is being socially and economically developed. While improving and expanding the quality, quantity and variety of the services and the locally manufactured products, Cooperating Balaton Uplands strives to help with the overall improvement of the rural inhabitants' quality of life and promote preservation and renewal of the environmental and provincial values.

<http://eltetovedjegy.hu>

While developing her own local product line called "Season", Ms. Andrea Tóthné Szilágyi decided to join the network of the Living Balaton Uplands Association and become recognized user of the Cooperating Balaton Uplands Brand, as the principles represented by the brand were in line with those she based her own produc-

tion strategy on. The “Season” product line - as its name implies - is made using the seasonal fruit, vegetables and herbs only, always freshly picked in Ms. Szilágyi’s own garden. All of the line’s products give off the original aroma of the given fruit and vegetables, as they do not contain any additives or preservatives. Juices, jams and syrups are made entirely of fresh fruit, no water is used. Ms. Szilágyi carefully preserves and cultivates regional native, old fruit trees. Moreover, everything is done manually - Ms. Szilágyi calls her processing method as “gentle”. She also seeks to protect the local cultural heritage and the environment, practicing appropriate selective waste collection and composting. She does not allow any plastics to be used for product packaging (even the binding tape is made of paper). When renovating her family property in small Mencshely village, it was not the modernization she sought, but the preservation of the traditional architectural heritage of the region. All of her products are being advertised Living Balaton Uplands Association official website and can be bought during directly at her home or during the local events and online.

<http://lekvarszezon.hu/>

fot. Szezon



### Házikó, Hungary

Házikó is a Budapest based business enterprise developed with the aim of shortening the supply chain between small, rural farmers struggling to transport and deliver high-quality, minimally processed food at a reasonable price to the city markets, and Budapest located customers, consisting mainly of the recipients of Házikó’s catering service – companies, restaurants and bistros. Házikó’s rural development team’s goal, as they state it, is to bring the very best of the Hungarian countryside to Házikó’s clients – directly from farm to table, with Házikó’s caterers eager to present a carefully designed table full of delicious, always seasonal and extra-healthy, real food. Company cooperates exclusively with small, sustainable and organic farms, thoroughly presented and advertised on their official website, to ensure that all products used are of high quality and cleanness. No artificial preservatives, additives or food coloring are used throughout the process of preparing the ingredients. The origin of ingredients of the products can be also easily verified. What is more, Házikó’s clients are encouraged to visit connected farms personally. Biodegradable pack-

fot. Haziko



aging of the products, usage of cargo bikes for delivery or the environmentally friendly tableware and compostable cutlery are some of the Házikó's conscious and sustainable activities aiming at rebuilding the healthy relationship between the city and the countryside. In 2016, Házikó was awarded as an enterprise driven by social purpose with the FILFest Social Enterprise Award within the framework of FAB-Move project supported by the European Commission. <http://haziko.farm>

### **FÉK Üzletház, Hungary**

Located in Balatonakali FÉK Üzletház supermarket, owned by a local businessman, was designed and built in a way to serve the needs and best promote local small producers and manufacturers involved in the local territorial quality mark system. 'FÉK Üzletház' ensure placement of the locally manufactured products, emphasizing their quality and prestige, contributing to the development of local quality assurance system and promotion of cultural heritage and traditions of the region. The best shelves in the store are reserved and available for the local producers only, moreover free of charge. Local farmers deliver their products directly to the supermarket, omitting a wholesale, effectively shortening the food supply chain and lowering own costs. An open air market attached to the store provides the space for regular community events and tastings organized all year round in order to offer producers, tradesman and consumers a chance to establish closer connections and increase marketing opportunities. Both the locals and tourists of the Balaton area gain access to the products offered by the region, while the grocery itself ensures a stable market for the local producers. <http://fekabc.hu/>



phot. <http://fekabc.hu/>

### **Local Products and Short Food Supply Chains, Hungary 2018**

This article concentrates on the local food system development and the short food supply chain situations in Hungary, after the 2004 enlargement of the European Union. The question arises whether the regulatory reforms in Hungary implemented a better economic environment in food governance, or what are the benefits of the local food producers due to the simplification of legislation of food provision. We intend to summarize the challenges and opportunities of the local food production, and those findings are based on different scientific researches, and professional summary papers - which are listed at the end of this article.

### **Culinary heritage**

Agriculture is an important sector of the Hungarian economy. About 70% of the land area of the country is suitable for agricultural production, while one-third of the soils and the terrains are unfavorable for efficient farming. A great part of the country is lowland. Hungary has an area of 9 303,000 ha, of which 83%, i. e.



7 689,000 ha, is used for agriculture; 48%, (4 506,100 ha) is arable land and 19% is forestland. Since 1996-2000, the area utilized for agriculture has decreased by 300,000 ha. Cereals occupy about 70% of the arable land. The major cereals are wheat and maize. The average yield of wheat is 45t/ha and that of maize 65t/ha. Other important crops are: potatoes, oilseeds, fruits, vegetables and wine grape.

The share of animal production is 40% of the total agricultural produce. Of the livestock, 70% of the cattle and cows, 63% of pigs and 50% of poultry are bred on corporate (cooperative farms and companies) farms; however, 86% of sheep are kept on individual farms. Before the transition, sheep were mainly reared on large farms. The average milk yield is 6,500 l/cow/year. Many corporate farms do not have sufficient forage and grass areas because these were privatized. They must purchase the feeding stuff and this makes production more expensive.

Organic farming is not yet widespread in Hungary. In 2007 it counted for 1.8% of the utilized agricultural area (UAA). After the collapse of socialism in Hungary in 1990, political parties decided again to restructure agriculture. A new land distribution was carried out which created an agricultural system based on smallholdings. On the mostly too small, scattered holdings, the technical and technological levels, and the productivity are low. A small number of larger farms produces most of the marketed products. The only out way of this situation is farm-concentration and the cooperation of smallholders. According to the Farm Structure Survey in Hungary – 2007, - which included the farms of at least 1 ESU (European Size Unit) - about one-fifth of the agricultural holdings (i.e. 141,000) had an economic size of at least 1 ESU. They used about 4.05 million ha of UAA (Utilized Agricultural Area), an increase of 0.2% compared with

2005. This area represents 95% of the UAA in Hungary and an average of 29 ha per holding (compared with 26 ha in 2005). However, there are altogether about 707,000 holdings in Hungary; most of them less than 1 ESU, and their average area is about 3 ha. Corporate farms only use the land they cultivate; they are prevented from owning it.

In Hungary, CAP implementation after the 2004 EU accession advocated an agro-industrial policy framework for international economic competitiveness and mass production (mostly by foreign investors) through subsidy criteria, and thus it marginalized disproportionately 80% of 220 000 registered professional small-scale agricultural farms from subsidizing their farm investments. Several green NGOs and farmers organizations, such as the National Association of Hungarian Farmers' Societies and Cooperatives (Magyar Gazdakörök és Gazdaszövetkezetek Országos Szövetsége, MAGOSZ), had criticized this rural development policy on the procedural and substantial level, namely for presenting small-scale farming as weakness of agriculture and providing less support to local/regional markets, as well as for arranging flawed stakeholder participation during the rural development policy planning (Balázs et al.,2009). The legislation on small-scale trading applied high tax/fiscal, commercial and social insurance costs and thus marginalized the marketing of processed foods by small farmers between 2004 and 2006. Hygiene and food safety rules did not take advantage of the flexibility principle offered by the EU Regulation 852/2004 (European Parliament and Council Regulation (EC) 852/2004, OJ, L 139, 30 April 2004, pp. 1–54, para. 16), which enable the continued use of traditional methods at any stage from farm to fork. This unpreparedness of the government in managing the European Fund for Rural Development

hit smallholders and food processors particularly hard, especially in the dairy and the meat sectors (Csatári and Farkas, 2008; Karneret al., 2010), which still limits the capacity for local food system development. In these circumstances, multinational food retailers could easily block small-scale food producers and processors to enter into LFSs (Balázs, 2009)

The New Agricultural and Rural Development Strategy 2020 was developed by the Ministry of Rural Development in 2012, covers the agro-economy, rural development, environmental protection and food economy and aims to strengthen the integrity of landscapes, people, good quality food, safe food supplies and sustainable natural resource management. The aim of the new strategy to strengthen the good quality food, safe food supplies and sustainable natural resource management, provide more resources for the local food system developments and for the short food supply chains, promotes the development of local food system. The Hungarian National Rural Network (HNRN) as part of the European Network for Rural Development, one of the lead-partner of the Local Food System development. They can provide technical assistance to local food market organizers, initiate collective marketing campaigns and train the actors to develop new brands and products, and they also have possibilities to organize exhibitions, thematic food shows based on regional or traditional / typical food.

The traditional local markets are still very popular, provide market opportunities to appear family households that maintain traditional farming practices. In recent years the role of the institutional support increased a lot - especially at the disadvantaged/ marginal areas - because the local livelihoods and economic situation have changed. As a result of the new development program the different civic food networks, agri-environmental

schemes or the LEADER program itself can give different support – in a direct or indirect way - to the small local food producers. This period was favorable to the development of 'alternative' food supply systems, like farmers' markets, 'product of my farm' actions, local food festivals based on different topics. There is a constant demand of 'pick your own strawberry/sour cherry/apple or potato actions, because the costumers focusing on guaranteeing quality. In urban and suburban areas constantly increasing the number of the alternative food supply systems, like buying groups, community gardens, food box delivery systems.

### **The institutional background and the changes of the regulation**

Hungarian food legislation generally conforms to EU regulations. The relevant national regulations are valid for both imported foods and products produced in Hungary. Besides the principle of the free movement of goods among the EU member states, there is a strong emphasis on ensuring that the final consumer receives safe food in Hungary. The path of raw materials has to be traced "from farm to fork," which was the reason for the establishment of a unified monitoring system in Hungary. Government Resolution No. 2243/2006 decreed the establishment of a unified food safety organization. It controls the whole food chain and was expected to build consumer confidence, improve food safety and to achieve a more efficient food safety authority body. In Hungary, the control of food chain is under the responsibility of the Ministry of Agriculture and its background institute, the National Food Chain Safety Office.

The new regulation brought some changes of the fields of local food system development at the national level at 2010:

- The decree for small producer's finally regulated

all issues relating to small-scale production, manufacturing, hygiene, trade, control and certification. After the modification of the 2006 regulation on small-scale producers – which was created to ease food-hygiene conditions - but only for natural persons producing and selling products in small quantities, the regulation increased the quantities for selling and allowed small-scale producers living in any part of the country to sell their products. (Szabadkai, 2010).

- The Public Procurement Act, which previously hampered local sourcing through the prevalence of the lowest price principle, has also been recently amended (Act CVIII of 2011 on Public Procurement). Farm products such as cold foodstuff and raw cooking materials, fresh and processed vegetables and fruits, milk and dairy products, cereals, bread and bakery products, honey, eggs, horticultural plants are now exempt from the procurement process up to the EU threshold limit (Balázs et al., 2010). As a result much more flexible local food sourcing became possible, yet institutions and staff lack the adequate knowledge and skills to apply the new rules.
- The concept of the local farmers' market was originally delineated by the trade Law (Act CLXIV of 2005 on Trade), which gave a full definition of a market where small-scale producers (kistermelo) can sell their produce within the county, or in a 40 km radius of the market, or in Budapest (2§. 5a.). Recently various new government regulations redefined the compulsory legal procedures to start a market. Simplified notification process and hygienic restrictions were introduced in 2012 for local farmers' markets for facilitating short food supply chains and direct sales specifically. Still, administrative burdens

on small and family farm businesses are very high (with obligations to issue an invoice, pesticide-use logbook, sales logbook, manufacturing data sheet, cold chain, and so on) (Szabadkai, 2010).

What seems clear is that policies gradually turned to short food supply chains for support. The top-down policy processes under the framework of the New Agricultural and Rural Development Strategy 2020 opened a window of opportunity for long-neglected reform initiatives coming from the alliance of civic food networks.

### **The added value of the Local Food System and Short Food Supply Chains**

The phrase of “Local Food System” is used to describe the geographically localized method of food production and food distribution. The agricultural products raised or grown close to consumer’s homes, and they are distributed shorter distances than the industrial food system. This method associated with sustainable agriculture, opposite with the industrial agriculture based global industrial food system. In the everyday discourse the ‘local

*fot. Nemzeti Parki Termek*



food' have an oppositional meaning of the industrial food products, generally the consumers have more trust in local farmers, like in the globalized food producing companies.

The Local Food System can bring together the supportive constituencies of the state, the market and civil society, it can integrate food production, food processing, distribution and consumption to explicit aim to enhance the well-being. As a result of re-localization strategies, the consumers are getting closer to the origin of food, more direct contact will be built up between farmers and customers, the confidence increases, and it will affect consumption, production efficiency. The local quality has become the key aspect of contemporary agri-food systems; even supermarkets promote increasingly their products as 'local', while through consumer-producer proximity IFSS strengthen value-laden, trust-based quality attributes of food (Karner et al., 2010).

### **Challenges and opportunities**

The characteristics of high quality food production:

- Controlled supervision of the cultivation, harvesting and transportation of the basic ingredients.
- Continuous monitoring of our producers' adherence to sanitary and quality regulations.
- Keeping our technologies and practices up-to-date, and continuously inventing new tastes.

As the local and regional food system are growing, the local farms, and food producers need to face with the following difficulties:

How do small and localized producers can compete with the large, international industrial food producers? The traditional localised food started to become an rural idealistic scheme, but there is a reappearance of mistrust against the products and sellers. How can professional

development in small businesses be encouraged, when the best individuals will be tempted by greater income opportunities elsewhere? How we can influence the development of competencies and skills of the small food producers from outside, if most of the scientific research declares the need for the flourish of strategic thinking and planning, use of the self-assessment, audit, customer relations, management and marketing skills development.

The food marketing has a crucial role in the globalizing agro food system. Especially the social marketing of food is a significant, tangible strategy for coping with challenges within the agro-food system. Based on the typology of social marketing there are different activities which characterize the food marketing: cooperation between the local partners, food producers, suppliers of raw materials, local authorities or regional institutions joint marketing at local or regional level where the partners are able to work together on geographical labelling, branding, joint sales efforts, online marketing tools, social events, where the producers/farmers have opportunities for common interactions, participating in fairs, culinary routes, social dining, social learning: this is a special tool of the knowledge and experience transfer, re-discovering of the local knowledge, information sharing and non-formal education intercultural learning: learning or knowledge transfer between different countries and cultures, trough of common small projects, and study visits, social space: local public space development – supported by EU funds – where the local products can be promoted, tasted, and sold by producers.

As the new outcomes of researches and papers conclude, the social aspects of food production, marketing, supply and retail are significant. The cooperation between different local partners is one of the key element

of the success. The social marketing positively contributed to strengthening the market position of the food chain actors. Through an increased use of social marketing strengthened the problem solving ability of the rural communities, enhanced the intention to the internal and external collaboration, and this led to shortening value chains, expansion the markets and higher returns.

### **Importance of localizing food - clear labelling**

The question consumers are increasingly asking is: can the food on the shelves be trusted? The labeling of the local food products is important not only from a marketing point of view. The labels can inform the consumers about the way and where that the food was produced, are the producers are using environmentally-friendly production processes, there is any sign of the region, geographical or protected designation of origin, or there is a close relationship to the geographical area which they originate. The labels and logos can be used to promotion and communication reasons, they can contain the important information to consumers. A problem identified in France and Hungary is the existence of 'false' producers who take advantage of consumer interest in buying local produce and sell goods which are not genuinely local. This issue of fraud is one of the main reasons for respondents to consider that a European wide labelling scheme would be useful. However, on the other hand, respondents also emphasized the importance of trust-based, localised relationship and these circumvent the need for a labelling scheme which is really only useful for (distant) consumers who do not know the producers.

### **The key features of the labeling:**

- the labels are registered brands or trademarks
- they have wide geographical coverage
- they have strong institutional support
- they have relatively high recognition
- they promote high quality, authentic food direct from farms
- they use external verification
- they include production, processing, sales and marketing elements

Most of the case study concluded to the following inference: the community interest and public funding are essential to create and maintain local food networks in operation such types of initiative have potential to shape the culture of socially innovative local co-operation in building a new sense of community the average consumer is the educated, young, urban and conscious consumers valuing local quality artisan food, with preference for artisan, local, and fresh, healthy food and alternative inclusive places for food provisioning even if there is much policy interest towards SFSCs, more applied research will be necessary to discover to discover of the interest of the consumers.

### **Good practices, success stories in Hungary**

#### **St. Kinga's Pantry Social Cooperative - Kungös, Hungary**

They created values of local food producing with involvement of local disadvantaged residents in the village of Kungös, not too far from Balaton Lake. The investment was supported by the 'OFA Nonprofit Kft.' and by the 'Bakony és Balaton Keleti Kapuja' Local Action Group. The St. Kinga's Pantry Social Cooperative have 9 employee, and they are cooperating with the local governments and other cooperatives. They producing fine sauces, syrups, pickles, fermented vegetables, and flavoring creams



*phot. St. Kinga's Pantry  
Social Cooperative*

prepared by a traditional method. The local food production is sold primarily at the local stores, local markets and in the bio stores of the neighboring cities.

As the result of their new development, we can buy and order the local food products across on their website. The shipping fee is around 3 – 4 euro, and it can be reduced, if we order the production to the transferee point at Budapest. <http://elestar.kungos.hu/>

### **Organic farm 'Bioszentandrás'**

Hernádszentandrás is a small settlement of less than 500 inhabitants in Borsod-Abaúj-Zemplén county, the poorest area in Hungary. The coal mining and heavy industry that had dominated the region started to decline in the 1990s. Villages became impoverished; joblessness had cast its shadow on the mood of local people. The mayor, a very punctual young man in his early thirties, launched a thoroughly thought through development plan three years ago. He built on the existing resources of the village: good soil, a clean and healthy natural environment and available human labor. 'First, we needed to achieve



*phot. St. Kinga's Pantry  
Social Cooperative*

a change in the minds of people. We started organic farming with a handful of volunteers, then people started to join as they saw the good examples', he said. They progressed step by step. They handed in grant applications, recruited experts and organized trainings. Organic farming has expanded to 2.5 hectares as of today, and they grow vegetables in 9 polytunnels. There is enough produce to sell - on top of catering for their own needs.

The mayor does not deny having had to overcome a lot of obstacles on the way but they still have a lot of plans: they would like to build cold stores, solar powered driers, heated polytunnels and they would like to introduce their own processed products to the market as well. They are expanding the farm with a fruit orchard in the autumn. Gábor Üveges said it is insufficient to produce in their own village, in an isolated island of organic farming. It is important to pass on and expand the good example in the region to settlements in a similarly desperate situation. They are about to create a knowledge pool where they share valuable information, experience and contacts of experts. They will not only help other villages this way;

the cooperation will also increase the volume of production to a level which will make them a considerable actor in the market of organic products. The example of Hernádszentandrás proves that it is possible to produce vegetables in a sufficient quantity and excellent quality without ruining the environment. This village can provide strength, motivation and ideas for other settlements to start organic farming. <http://www.bioszentandras.hu/>

### **Szekszárd short food supply chain**

The Szekszárd short food supply chain was founded by the EcoSensus Ltd (NGo). The organization has created the network of the local producers, individual farmers and small enterprises from around 20 km's radial around of Szekszárd town. The aim of the cooperation has been to bring closer the local consumers and producers to bring them together to common market, and to promote the values of local food. The goal is to ensure a good promotion of the locally produced agricultural products, like honey, paprika, fruit jam, sunflower oil, cheese and the red wine. The further aim is to educate the local producers by developing their marketing and their direct sales skills.

The Szekszard local food label is a registered trademark for all various food types available in the region (from category 29 to 33 in the Nice Classification). Condition of use includes an entry fee of 5000 HUF (around 18 Euros) + VAT and, for the usage, a monthly farmers fee of 1000 HUF (around 3,5 Euros) + VAT. The local quality criteria are hard to explain to farmers – as the leader of the shop described: “It is tough here with some growers and wine-makers when we need to explain that we do not need the leftover from the market. Regularly I need to remind them on the local values in the production, processing, trade and consumption that they are forgetting when they are negotiating with players in the

conventional agro-food system. Every time we challenge the well-established relationships and attempt to send a signal how they can support local quality.” <http://www.szekszard-itermek.hu/>

### **‘Rural Quality’ Trademark Association, Hungary**

The EUROPEAN TERRITORIAL QUALITY MARK is the collective image of genuine rural territories that work for promoting the development process, with the assistance of public organisms, private firms and all social institutions, and that offer quality products and services respecting the principles and values of environmental protection and production process quality. Such territories work in collaboration with firms and organizations that are committed to the promotion of local development, demonstrating solidarity and synergy, and who encourage the specific identity of each territory. The brand operates as an “umbrella” brand that covers rural territories that already have their own territorial brand and work jointly to achieve a real rural development on a sustainable and balanced scale, without exclusions.

The European Territorial Quality Mark may be applied to the Territorial Marks as an added mark, provided that those comply with the following conditions:

- They are marks which affect natural or administrative territories or those with a historical identity, with a dimension greater than a municipality and smaller than an administrative region (NUTS II), with rural predomination.
- The territories bearing those marks should be involved in a development process linked to territorial quality, understanding that this is based on two main values:

Territorial quality: This is quality which goes beyond regulated quality and the Denominations of Origin and

which also affect “territoriality”, as this is a new kind of solidary behavior which gives priority to the quality of ties between people, territories, products, services (be they agricultural, craft, tourism or heritage), producers and consumers.

Sustainable development: Development involving a plurality of indivisible aspects (economic, social and cultural), and which take into account jointly the quantitative and the qualitative. This is development with a human dimension, respectful of cultural resources, understood for the territory as a dynamic equilibrium, sustainable between the environment and human activities, harmonious and favorable to personal health. At all levels of territorial organisation solidary participation by public officials, economic and social agents and their associations is fundamental in a collective and coherent project.

Trademark of the National Parks and Preserved Areas  
More and more domestic and foreign visitors are looking for organic products from local producers, craftsmen, settlements, traditional products and service owners. The aim of our trademark is to maintain and protect nature conservation resources to promote eco-tourism in rural areas and to develop rural self-employment. The National Park trademark can be used on the product, if the quality and appearance of the product is excellent, or other features are connected by the natural landscape and cultural characteristics of the region, and they are produced primarily from local raw materials. Trademarks can guarantee for the consumers, that the product and service comes from the specified region, is environmentally friendly, high quality and is directly linked to areas, cultural heritage, local traditions and values. Across on the purchase the consumers will contribute indirectly to the preservation of natural values. <http://nemzetiparkitermek.hu/vedjegy/>



# Slovakia

## **Current state of play in agriculture in Slovakia**

Slovakia has always belonged to the countries with strong focus on farming. People were quite poor and farming was their main activity in the whole country for many centuries. However, collectivization, that started with the communism regim back in 1950s, destroyed positive and important relation of people to the soil and seriously disturbed the ownership of the soil. Collectivization was a process, where the land became a part of the so called „Jednotné roľnícke družstvo“ (JRD). The first laws were adopted back in 1949, and since that time the process grew strongly. From a cultural point of view, collectivization in Slovakia caused a significant discontinuity. In rural areas, that were so traditional for Slovakia, rural people started to work more in the city factories, which has encouraged the industrialization of the countryside.

This big reform completely changed the system in Slovakia. Small farmers almost dissappeared and were substituted by the big farms and farmers, who started to controll the majority of agrofarming production. This led to very unpleasant situation, where big farmers grew bigger and small farmers almost vanished.

Current situation is still not that pleasant for slovak farmers, even though we have returned to private own- ing of the soils. Usually, slovak farms reach only about 40% of the EU-15 level. In livestock production, they reach about 38% of the EU-15 level. Livestock stocking intensity is, unfortunately, almost the lowest in the EU. Revenue per hectare is average compared to the EU countries, almost 200 Eur per hectar in the direct pay- ments through Pillar I CAP. The main causes for all the

problems could be named as:

- Weak know-how of managements and work ethic in agrofarms
- Very strong collectivization
- Bad government subsidy policy
- Complete lack of young farmers and very small percentage of small farmer

This situation called for a new challenges and improvements in Slovak agricultural support. The main aim was to increase plant and livestock production and livestock stocking intensity. Then to support small farmers and bring them back on the market. All these reason, of course, caused very complicated situation for the support of local products and local poduction. It is mainly with the support of small farmers, that we can achive real positive development in local products and short food supply chains in Slovakia. From the statistic´s point of view, approximately 50% of the area of Slovakia is nowadays used for agriculture. Arable land occupies 1.5 million. ha, representing 60% of the agriculture used land. But only 5,7% of the population is active in the agricultural area. These are all challenges Slovakia faces nowadays and puts effort to improve.

### Local products and culinary hertage in Slovakia

#### Lokše, Slovakia

„Lokša“ is a traditional slovak salty pencake made of flour, potatoes, eggs and water. It is not that easy to make and the whole process takes about an hour or two. Lokša can be used as a main dish or a side dish. It is very popular especially as a side dish with duck and red cabbage. This meal is very popular in Slovakia and belongs to the most traditional.



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Bryndza  
fot. www.flickr.  
com/photos/phil-  
man/7443379668

### **BRYNDZA, BRYNDZOVÉ HALUŠKY, Slovakia**

Everybody who ever visits Slovakia has to try Bryndzové halušky. This meal is considered as the most popular and the most traditional in Slovakia. Bryndza is special soft, milled and salted sheep's cheese, that is made only in Slovakia, Poland, Romania and Ukraine. Bryndzové halušky could remind you gnocchi, but they are different. To make them, you need to mix more types of flour, potatoes, eggs, water and salt. When the meal is finished, we use bacon and onion on top of it, for even stronger taste. Meal itself is very heavy, as is almost every traditional meal in Slovakia. Flour is one of the main ingredients used almost in every Slovak traditional meal or a side dish.

### **TRDELNÍK, Slovakia**

Trdelník (Skalický trdelník) is the first Slovak dish, who was registered by European commission as the real Slovak local product. Trdelník was first made at the beginning of the 19th century. It tastes very sweet and has lots of variation of eating. Most of Slovaks prefer cinnamon trdelník or chocolate trdelník. If you ever visit Slovakia, do not forget to taste one. They are almost always baked fresh, because then they taste the best.

### **CESNAKOVÝ POSÚCH, Slovakia**

Cesnakový posúch was a long time ago the „garlic non-bread“ for the poorest working people in Slovak area. In every old Slovak traditional fairytales and legends, young and brave men who left their homes and went to conquer the world, got several Cesnakový posúch for the road from their mothers. This very simple, but if freshly baked, really delicious meal, consists of flour, leaven, garlic and water. Leaven is necessary.



up fot. <https://www.flickr.com/photos/paul-jill/26190843445>

### **Honey**

Among the most popular local products in Slovakia you can definitely find honey. Honey making is very popular, with very rich history and very high quality. Producers usually make many different types of honey.

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fot. Elesko wine



## Wine

Another very popular local product is wine. There are many wine producers in the southern part of Slovakia, especially around the town Pezinok, where most of the area is filled with vineyards. Even though Slovak wine is not that popular in other European countries, these small wine producers win every season plenty of prizes and are certified by many commissions. Elesko, Pavelka and Janoušek a Polák belong to the best what you can find among Slovak wine producers winning almost every season national and international prizes. Slovakia has developed very special variety of wine called Dunaj. Dunaj is Slovak name for the river Danube. This red dry wine is special for Slovak traditional wine producers and tastes very good.

## Slivovica and Borovička

It wouldn't be proper Slovak local products, if Slivovica or Borovička weren't mentioned. Alcoholic drinks known all over the world with usually 55% of alcohol made of plums in case of Slivovica, and pines in case of Borovička. Yes, Slovaks drink a lot and they prefer these strong drinks the most. Bošácka slivovica, from Bošáca region, is considered as the best Slivovica in Slovakia and is internationally branded due to its high quality and delicious taste. Bošácka slivovica is very high rated and considered as a matter of prestige.

## Goat, cow and sheep's milk

Goat, cow and sheep's milk has always belonged to the essential meals of our ancestors. And so far, it hasn't changed. In almost every small or bigger farm you can find and taste fresh milk. Milk was very important back at the time, when hard working people ate boiled potatoes with onion and milk and could continue with their work. Milk is also one of the most labeled products in regional product branding, along with the honey and

with dried fruit.

### Meat of the wild animals

And last, but not least is the meat of the wild animals, such as venison, boars and so on. There are many forests in Slovakia and hunting is quite popular, that's why food coming from venison, boars or deers has become more and more popular. Of course, we can't say this food belongs to really traditional food, but lately, culinary in Slovakia has grown up to very high level, where in most restaurants they serve meat from the wild animals, and those meals belong not only to most popular, but also to most delicious meals you can have in Slovakia.



### Eco farm Važec, Slovakia

Eco farm Važec (a certified ECO farm in northern Slovakia) produces organic cheeses, traditional Slovak bryndza, parenice, cheese strings, broth and whey, made from milk from organically reared cows and sheep. Food production in a spirit of environmental sustainability has been farm's tradition since its establishment back in

fot. <http://maxpixel.freegreatpicture.com/Harvest-Cook-Vegetables-Produce-Food-Kitchen-2608568>

1960s. Today Eco farm Važec uses a variety of sustainable agriculture methods, including choice of livestock that supports the sustainability of the local ecosystem and offers a range of alternative products, as well as organic soil fertilization or ecosystem regeneration (focused mainly on restoration of meadows and pastures). The farm processes the milk from cows and sheep in accordance with the strict demands on ecological processing and production of organic (BIO) food. Believing that the food production has to be ecological both at its origin and at the final product, Eco farm Važec operates under ultrashort Food Supply Chain, starting with breeding and grazing of about 1000 cows and sheep, and ending with the production of the dairy to be sold in in two of the farm owned local shops, and thus minimizes "food miles" and reduces consumption of packaging, energy and waste products. <http://ekofarmavazec.sk/>

### Lokapetit, Slovakia

Lokapetit is an online based enterprise established to provide inhabitants of the Slovakian cities with an unlimited daily access to the backyard, high quality

fot. <http://ekofarmavazec.sk/>



fresh food and nutrients. The concept focuses on the demand for fresh and healthy organic products (dairy products, bakers' wares, vegetables and fruits, but also natural cosmetics), that's been existing on the market for a longer time, however could not be addressed directly by the rural producers due to the high costs of delivery and marketing of their products. Lokapetit narrows the food supply chain by connecting the producers and the consumers via its online shop, so that the demand can meet the supply more easily. Through Lokapetit website potential customers get detailed description of all of the shop suppliers – Slovak farmers and producers of organic, hormones and pesticides free food, drinks and cosmetics, order and pay for the desired products that will be delivered by company's refrigerated cars directly, without any warehouse storage in between, from the selected farms to the customer's house within as little as few hours. Believing that a farmed landscape is a sign of a healthy society, Lokapetit's concept has been developed explicitly to promote development of the Slovakian countryside by enabling the urban customers to purchase food directly from the local producers and thus to improve their livelihoods. Lokapetit's cooperates with the number of middle-size and small certified BIO and local producers, with more than 200 vendors involved. Among them are Ms. Smítková and her family offering high quality vegetable and fruit-based Jadezit products, prepared from the ingredients grown on their farm and processed according to family's own recipe, balanced with a mixture of locally sourced, fresh and healthy spices and herbs. Products such as 100% pure, natural raw and unsprayed apple Sigelsberg cider can be purchased via Lokapetit website, otherwise available directly at the family-owned farm in Stiavnica Banja. <https://www.lokapetit.sk/>

### **Local products and role of Local action groups in the process**

One of the main stakeholders that helps to improve situation with local production and traditionally culinary are so called Local action groups – LAGs. LAGs were first created in 2009 through Axis 4 of Rural development programme with the 5% budget coming from Pillar II EAFRD. Their main advantage is they work on LEADER method, that puts strong effort in bottom – up approach of certain territory. This gives LAGs real chance to deal with the problems of the whole territory and not only several municipalities. In current period 2014 - 2020, LAGs are financed from both EAFRD and ERDF.

Slovakia has created quite satisfactory conditions for the support of the local producers and their products. LAGs created for their networking their own network - The National network of Local action groups in Slovakia, who is in charge of regional labeling and support of local products and supports local producers. The aim was to help spread Regional product labeling over the whole country and to support small producers and their high quality products.

The financial support has been provided since 2011, where the first cooperation projects have been approved and supported. The support covered whole marketing, creation of specific rules and labeling itself. It has been quite long process. Rules for labeling were the result of many discussions between experts on agriculture and rural development. Labels could be delivered for local products, events and local services.

The main criteria covered these requirements have been:

- Product is local
- Product is unique for the region
- Product is made with traditional way or uses traditional sources

- Products have been chosen by specially certified selection committee.

All the products had to meet the criteria and if not, they were not able to be certified.

This projects covered only 30% of Slovakia, yet there are already over 100 certified local products. The greatest benefit coming from the certifying is the possibility to promote regional products to not only Slovakia, but others country too, because budget is usually big enough to cover also foreign events. Certified products are then presented on many occasions, exhibitions and some of them sold to the markets or bigger stores.

### **Challenges in Slovak local products network and culinary heritage**

The greatest challenges in the support of local production are still ahead of us. In this programming period, 87 Local action groups have been selected for the financial support, where at least in half of them the support of local producers is among their priorities. This should be really used well. Also, a lot could be done with the support of cooperation projects with the foreign partners. Not only these projects could cover travel expenses, but also help to increase the interest of small producers to promote their products. To spread local products branding to all Slovak rural areas, but of course with the same strict quality criteria, is thus one of the main challenges in local products topic.

There has been also drafted project coming from the National network of Slovak LAGs. Main aim of this project is to support sever „Local product stores“, that would offer only local products branded by the regional labels. Main challenge of this project is, however, too strict legislation. Current legislation requires enormous requirements for small producers related to hygiene,

manufacturing processes and sales. Changing this law would mean a huge step forward towards the support of small local producers.

Slovakia´s cuisine belongs to the less healthy, but very delicious. Especially since few years ago, when gastronomy became part of a life of everyday Slovakian, you can find many great restaurants with an excellent food for very friendly prices. If you ever visit Slovakia, try to find some local restaurant, and you will be very surprised with its great quality

# Czech Republic

## Wine School at Mikeš, Czech Republic

An example of good practice in the field of local cooperation of small entrepreneurs may be a network of South Moravian winemakers and wine sellers initiated by Petr Mikeš, who had been selling wine in his own wine-shop for more than 15 years up until that point. As an experienced wine retailer Mr. Mikeš knew just how much all small local wineries rely on direct sales of their barreled product. Waiting several years for the bottled wine to be ready for sale for most of the small producers is financially unsustainable practice, therefore most of them sells some portion of their product in barrels.

Cost of delivery of their wine to the retail chains, however, is often too high, leaving their product unable to compete with low-priced imported wines. Direct sale of the barreled wine, on the other hand, poses certain risks to the brand, as inappropriate storage or serving can seriously damage the quality of wine. Aware that trust and cooperation in direct sales of wine is an existential issue for local wine producers, Mr. Mikeš decided to create

*fol. Vinny Senk u Mikese*





a network of reliable partners. He sought to discover new wine makers and build personal contacts with them and afterwards started to invite small winemakers to his own store and offered them opportunity to market their product by giving lectures about their wine at the guided wine tasting for the public. Now, the wine tastings are organized on regular basis in Mr. Mikeš's store, accompanied by the variety of local farm products. This long-term cooperation in the sale of wine has proven to bring positive outcomes to both small wine producers and their vendors. Small winemakers trust their experienced retailer that he will not damage their name by, for example, poor storage and subsequent deterioration of the wine, and the retailer is sure he sells good quality local wine with proven provenance and history. Customers benefit from being able to buy quality wine and get extra information about it. <http://vinnysenkumikese.cz/index.html>

#### **Helena Konopíková - Krchlebske cakes, Czech Republic**

Helena Konopíková - Krchlebske cakes is a good example of successful rural business established and developed in joint effort of the entire family - mother, father, son and daughter. Initiated as a domestic production of traditional Western Bohemian cakes based on the recipe received by Ms. Konopíková from her mother-in-law sold mainly to family and friends, the business has gradually expanded and took over the family house. As expressed by the founder, beginnings didn't seem promising: "At first I found interest in my friends and acquaintances, later in the wider neighborhood. It was in the summer of 1990. The response was small, rather none. At that time, most households offered an assortment of sweet bakery products themselves. I tried once to offer my products to foreigners as well. Interest was extraordinary. Soon I sold all the products offered". With the increasing sales rose the number of tasks to be accomplished in a short period of time. To produce the required quantity of cakes,

often overnight, to be freshly dispatched in the morning Ms. Konopíková was in need of help and she began to think about the progressive building of tradition. Soon her daughter Petra learned how to bake and gradually took over the main production weight. The family has begun to supply wholesalers even in very remote locations. They cooperate with local suppliers of local raw materials - eggs, cottage cheese milk, high-quality flour from a local mill. In the newly opened small family shop, their customers can enjoy coffee, tea and, of course, Krchlebské cakes. <http://www.krchlebskekolace.cz/>

#### **"Know Your Farmer", Czech Republic**

"Know Your Farmer" is the project initiated by the Ministry of Agriculture's of the Czech Republic in 2013 that aimed to enable people living predominantly in the urban areas to discover products from nearby farms, gain access to high quality local food, and to learn about the work and life on farms, about which they often had only a very vague idea. In 2017, the fourth year of "Know Your Farmer", 19 farms serving as a platform for meeting of visitors and local producers were opened all over the

*fol. <http://poznejsvehofarmare.cz/>*



Czech Republic. Visitors to each of the farms can taste products delivered directly by number of local farmers in one place, buy high quality, local food from the region and see with their own eyes how farmers produce and manage food products they offer. An integral part of each event is a thematic entertainment program addressed to whole families, such as musical and theatrical performances, the presentation of regional food or local farmers, food truck with freshwater fish, children's face painting, pony riding or jumping harvesters. "Know Your Farmer project" creates an ultra-short supply chain by connecting consumers with small and medium-sized agricultural farms in their area and thus increase the availability of fresh foods directly from the yard and supports local agricultural production and primary producers. Moreover, project events serve the purpose of fostering the establishment of previously non-existent contacts between the producers of the local foods and the consumers in the given regions. <http://poznejsevehofarmare.cz/>

### **The Agricultural Cooperative of Hanovice, Czech Republic**

The Agricultural Cooperative of Hanovice is an example of good practice in reorganizing a declining agricultural enterprise to make its production an attractive and competitive short food supply chain offer. The production of fresh tomatoes has been recognized as a gap in the market in the Czech Republic, as the tomatoes available in the stores are mostly imported and thus often unripe, lacking aroma and taste. At the moment the Agricultural Cooperative of Hanovice is the only Czech tomato grower. The cooperative produces its own quality tomatoes, which are being both sold directly from the yard and delivered to the nearby area. Milk sales are also available on the premises. Hanovice is a sustainable producer, practicing environmental friendly agricultural methods and using renewable sources: heat and electricity are



foto: <http://www.zdhanovice.cz/cs/>

produced in their own BIOgas plant, rainwater is retained and used for the grout, green waste is composted and further utilized, in the greenhouses, natural biological protection of plants is preferred. A short transport route means less fuel consumption and less environmental burden. The production is intended primarily for the Czech market, leaving behind a short ecological footprint. <http://www.zdhanovice.cz/cs/>

# Austria

## “Bauernkiste”, Austria

“Bauernkiste” is an Austrian initiative aiming to secure easy access to fresh seasonal vegetables, fruits and other regional food products provided directly by the local small farmers to consumers located mostly in urban areas in four different regions of Austria. “Bauernkiste” delivers the products in required amount, which can be specified via initiative’s official website, directly to the customers’ houses, all packed in boxes of different values and sizes – so called “Bauernkiste”. The “Bauernkiste” is delivered every week. Initiative connects local farmers offering variety of organic products (vegetable and fruit,



phot. <http://www.bauernkiste.at>

meat, raw honey) with potential consumers within and beyond their original region. Through offering the delivery service initiative aims to reduce negative impact of product transport on local environment by reducing the overall number of driven kilometres, while facilitating the customers with their weekly fresh supply of agricultural products delivered right to their doorstep. The consum-

ers profit from the fresh delivered agricultural products right to their doorstep. Through initiative's website each consumer can also request and schedule a guided visit to the any farm connected within the network to meet the farmer and see the production process with their own eyes. Quite recently, to celebrate the 20th anniversary of the initiative the "Bauernkiste" published its first cooking book, containing variety of special recipes that provide ideas for a simple yet sophisticated processing of the products from the farmers boxes. The book also offers interesting insight into the farms participating in the initiative - presenting 50 rural farmer families in informative and entertaining written by the author Irene Heisz features. <http://www.bauernkiste.at>

#### **"Pöllauer Bauernladen", Austria**

"Pöllauer Bauernladen" is a farmer's store located in the city center of small municipality of Pöllau, operated jointly by the group of local farmers. This Austrian farmer's store can serve as an excellent example of successful cooperation of smallholders acting jointly to secure a stable direct sale market for their products, while providing potential customers with wide range of diverse and locally sourced food products. The product range varies from the spicy and tasteful durable goods such as the peasant's smoked, home-made sausages, ham, pastries, to the organic fruit and vegetables from the local gardens, refreshing and all-natural dairy products made of cow, sheep and goat milk. Special gift packages with local farmer specialties as well as small handicrafts from the region are also available in the store. In collaboration with the nature reserve Naturpark Pöllauertal and local hotel, the farmer's store provides an interesting local offer of farm holidays, strengthening the interactions and building connections between locals, tourists and regional producers or manufacturers and effectively increasing the attractiveness of the region. <http://bauernladen.gutes.at/>

#### **Green Care "Bäckerei am Bauernhof" (bakery on a farm), Austria**

Owned by family Hieret farm Dreierhof located in small municipality of Maria Anzbach can serve as an exceptional example of successful combination of the best agricultural practices and socially beneficial activities.



foto. <https://www.green-care-oe.at/>

Since 2017 the Dreierhof farm is formally managed by two separated associations run by family members "Dreierhof Land-Wirt-Schafft" led by Mr. Anton Hieret and son Lukas and the "Dreierhof Akademie" managed by Ms. Eva Hieret and daughter Verena. While Mr. Hieret and son specialize in the research and promotion of near-natural agricultural methods, Ms. Hieret and daughter Verena develop and promote educational programs for the for people with learning difficulties and disabilities using the healing properties of natural environment. In 2015 Dreierhof Academy initiated the "Green Care" project, which aimed to provide work places and increase overall employment opportunities for people with disabilities. In the adapted bakery a structured daily

program of learning and professional activities is being offered to the participating people with disabilities, who bake fresh and organic bread products and can thus exercise meaningful employment in the rural environment. The bakery is located directly on the site of the organic farm and now offers eight people with disabilities a job. Bread and biscuits are currently being sold and delivered to the nearby homes for people with disabilities from the “Jugend am Werk” organization. Another “Green Care” project is a school on the farm, where adventure workshops for kindergarten and school pupils focusing on the topics of cereals, animals, herbs and potatoes take place. In 2016, around 70 groups and classes visited the farm.

<https://www.greencare-oe.at/>

# France

## The Jardins de Cocagne, France

The Jardins de Cocagne is an organic vegetables farm formally registered as an NGO with an incorporated offer of a vocational training developed as a part of organization's Social Cohesion Plan to promote social and professional integration of women and men of all ages, in precarious situations and encountering professional, social or personal difficulties. Through the production of organic vegetables that are being distributed in the form of weekly basket deliveries to registered members-consumers and sold at local markets, the Jardins de Cocagne allow these people to find a job and to (re) build a professional and personal project, and thus successfully integrating a social dimension in the short supply chain approach. By supporting social and economic development of the local community, promoting environmental protection and consumption of locally sourced, organic products, and by creating a link of proximity, Jardins de Cocagne are firmly at the heart of the solidarity economy and sustainable development. <http://www.reseaucocagne.asso.fr/>

fot. [https://www.google.pl/search?q=R%C3%A9seau+Cocagne&tbm=isch&source=lnnt&tbs=isz:l&sa=X&ved=0ahUKEwjE17q4qLzaAhWSUIAKH-VusCLwQpwUIHw&biw=1920&bih=910&dpr=1#imgrc=WNKPosq6-fzZj\\_M](https://www.google.pl/search?q=R%C3%A9seau+Cocagne&tbm=isch&source=lnnt&tbs=isz:l&sa=X&ved=0ahUKEwjE17q4qLzaAhWSUIAKH-VusCLwQpwUIHw&biw=1920&bih=910&dpr=1#imgrc=WNKPosq6-fzZj_M):



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**Wojtek Szpocinski**

[w.szpocinski@fpr.org.pl](mailto:w.szpocinski@fpr.org.pl)  
+48 501 506 042

**Sylwia Szparkowska**

[s.szparkowska@fpr.org.pl](mailto:s.szparkowska@fpr.org.pl)  
+48 607 167 523

**Alona Veselovskaia**

[elena.veselovskaia@gmail.com](mailto:elena.veselovskaia@gmail.com)  
+ 373 79 67 47 65

**Viacheslav Kosteniuk**

+380 66 15 62 335

**Lela Potskhverashvili**

+995 59 93 48 088

