



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

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Livno cheese and cheese from the sheepskin sack of Herzegovina

FASE I: Mobilizing resources

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

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II FASE: Qualification of the product (internal)

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

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II FASE: Qualification of the product (internal)

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

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II FASE: Qualification of the product (external)

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

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

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

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Cheese in the sheepskin sack



Livno cheese

