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Geographical Indications Network

# Third Regional Consultation on Geographical Indications in Europe and Central Asia - Virtual



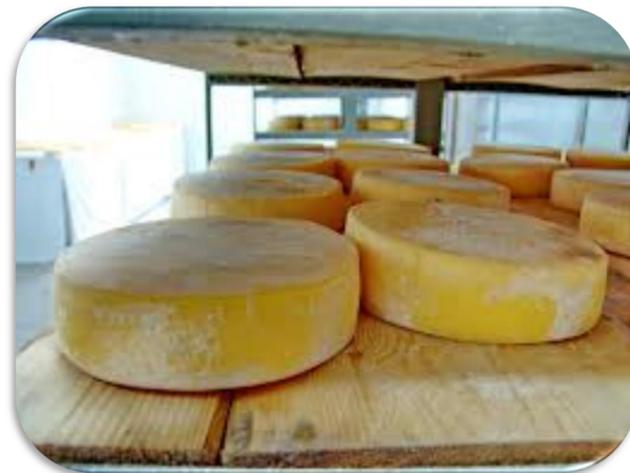
## GIs study Montenegro

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20 December 2021

# AGRICULTURE IN MONTENEGRO

The territory of Montenegro is featured by substantial species, ecosystem, and regional diversity. Agriculture, together with tourism and energy, is a strategic orientation of the economic development of Montenegro.



- Agriculture in Montenegro is not intensive, which affects the preservation of the quality of resources and reduces pressures on the environment.
- Main barriers and inefficiencies: fragmented farms and insufficient application of modern technologies; price non-competitiveness; disorganization; poor infrastructure in rural areas.



# Law on agricultural and food products quality schemes (2017)

Defines the manner and procedure for determining the quality schemes for agricultural and food products, as well as modality for assessing the conformity of agricultural and food products. It applies to agricultural products intended for human consumption.

Quality schemes or denominations of agricultural and food products are as follows:

***Protected Designation of Origin; Protected Geographical Indication; Indication of Guaranteed Traditional Specialties; Label for higher quality; Label for mountain product; and Label „from my farm”.***

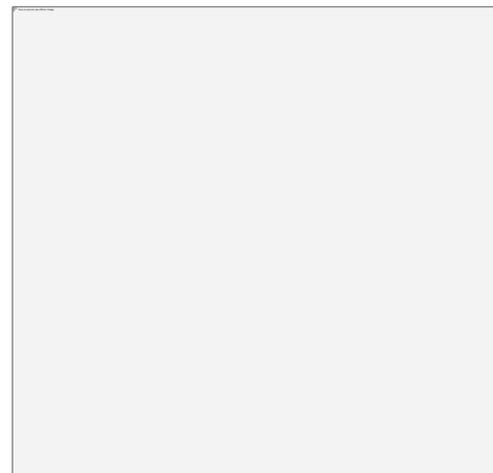


Figure 1 Labels for Protected Designation of Origin (ZOP); Protected Geographical Indication (ZGO) and Guaranteed Traditional Specialty (GTS)

# Up to date eight products have been protected by geographical indications:



PDO label- Crnogorska goveđa pršuta  
(Montenegrin beef prosciutto)



PDO label- Crnogorska Stelja  
(Montenegrin Sheep Stelja)



PGI label-Njeguška pršuta  
(Njeguska prosciutto)



PGI label- Crnogorski pršut  
(Montenegrin prosciutto)



PDO Label (Pljevaljski cheese)



PDO Label- Kolašinski  
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In Montenegro, there is a strong need to raise awareness of market benefits, as well as measures needed to protect the environment, especially measures of mitigation and adaptation to climate change. It is necessary to connect and coordinate between the actors of the agri-food market. This activity is key to initiating the creation of value chains for GI products in Montenegro.

# The future possible FAO initiatives in the sector

## ***Support to the current system for the GIs***

1. Institutional and administrative framework,
2. Area of flexibility and food safety requirements,
3. Certification and control mechanisms,
4. Education and support to the producer associations
5. Marketing and increasing of visibility of registered GI products.
6. Modalities for strengthening the synergy between different sectors in the value chain.

## ***Strengthen the link to the tourism sector***

1. Tools for encouraging the development of environmentally friendly forms of tourism, domestic GI product tasting.
2. Good practice examples for establishing small craft shops for marketing of high-quality domestic food products.

## ***Adding value for the,, greener,, GI products in Montenegro***

1. Good practice examples for stimulation of the increase of the degree of product finalization and production of traditional domestic products that could enter the system of protection of quality labels and organic production.
2. Launching an initiative to establish an environmental label for agricultural products that would enable producers to attract a premium price for traditional “green” products and services.
3. Eco-branding of agricultural products and support for their promotion (introduction of new quality labels in the existing legal framework).

## ***Formation on agro-green-GI clusters***

1. Establish framework for agro-green clusters to help rural communities to become more sustainable.
2. Policy support of producer clusters and networking aiming to better promotion and marketing.
3. Training and practical examples on ecology-friendly additional uses of raw materials and reprocessing of the waste materials.
4. Develop of new training curricula targeted to the specific groups of farmers and their needs.



**Thank you for your attention!**