



# **Interim Meeting Quality Policy – Schemes of Geographical Indication and Traditional Specialties North Macedonia**

**Prof. Sonja Srbinovska,  
Faculty of Agricultural Sciences and Food, Skopje**

**15-17.04. 2019 Durres**

# EU accession

- ▶ Candidate country since 2005,
- ▶ A previous obstacle to full membership was the objection by Greece over the country's name. However, on 27 June 2018, following the withdrawal of the Greek veto as part of the Prespa agreement to change the country's name from the "Republic of Macedonia" to the "Republic of North Macedonia",
- ▶ According to the report for N. Macedonia, considerable work has been done to address the Urgent Reform Priorities since summer 2017
- ▶ Council decides that accession negotiations be opened with the NMK, maintaining and deepening the current reform momentum on the urgent reform priorities, (the negotiations are expected to begin this summer)
- ▶ NMK is currently receiving EUR 1.3 billion of development aid until 2020 from the [Instrument for Pre-Accession Assistance](#).

# AGRICULTURE in NMK

- ▶ Total area of the country 25 713 km<sup>2</sup>
- ▶ Population 2 022 547
- ▶ Agriculture GDP share is around 7,9% .The share of the food processing industry including beverages and tobacco in GDP ranges between 3% - 4%. Thus agro-food sector is still being one of the bigger contributors to the national economy accounting for up to 12% in the GDP.

## *Small size agriculture holdings, fragmented and scattered land parcels and mixed production choices*

- ▶ The structure of the agricultural sector is characterized by small-sized family farms, owned or leased, and highly fragmented into small parcels. The majority of pastures is still owned by the state and managed by the Public Enterprise of Pastures.
- ▶ The average size of arable land parcels is 0,26 hectares and 58,2% of total agriculture holdings utilized less than 1 ha of land.
- ▶ The small size of the livestock agricultural holdings, the inadequate animal housing still poses risks to low productivity of the sector and low quality of the products: . dairy cows per agriculture holdings is 3 - 5 animals, sheep per farm ranges between 20 and 200 animals
- ▶ In 2017, there were 654 registered entities in the system of organic agricultural production in the country. They produce meat, dairy, honey, cereals, industrial oil crops, wine, fruits, and vegetables.
- ▶ The country is net exporter of tobacco (dry oriental), wine, vegetables and lamb carcasses, and net importer of fish and fishery products as well as chilled and frozen meat.



- ▶ National Agriculture and Rural Development Strategy for the period 2014-2020 is a major long-term strategic document in the field of agriculture and rural development based on setting and implementing the goals, policies and measures for development of agriculture and the rural areas of the RNM.

*“Increasing the competence of the Macedonian agricultural production and food industry, development of rural areas and sustainable management of natural resources”*

The realization of the vision and the stated strategic goals for the development of the sector is realized through the measures and instruments: the five-year NPARD (2013-2017) and now NPARD (2018-2022) provided through the state budget, and the additional support by IPARD II . (the Instrument for Pre-Accession Assistance in Rural Development - IPARD I and II).

There are two national systems to support food policy measures - published annually:

- ▶ The Programme for Financial Support of Agriculture - Direct Payments
- ▶ The Programme for Financial Support of Rural Development (varies -7,6 to 24% of the planned budget - the goal for participation is 35% -realization of investments should be improved

## IPARD

The first EU pre-accession programme for agriculture and rural development (IPARD I) has been concluded only with 17 % of the available funds paid during the period 2007-2013.

According to the Agency's reports, some progress has been made with regard to the utilization of IPARD II funds. (AFSARD)

## Specifically related to the food protection

- **LAW ON THE QUALITY OF AGRICULTURAL PRODUCTS (140/2010, 53/2011, 55/2012, 106/2013, 116/2015, 149/2015; 193/2015), especially Chapter III .**
- **Chapter III from the LQAP lays down rules for establishing quality schemes for agricultural products and foodstuffs in the country, as well as the requirements and procedure for application for registration of PDO, PGI and TSG at the European Union level. In Article 158 are also define rules for International registration based on bilateral agreements for mutual protection or international agreements.**

## Additional regulations:

- ▶ **Law of Agriculture and Rural Development,**
- ▶ **Food safety Law and**
- ▶ **Law on the State Agricultural Inspectorate.**

**Competent institutions for implementation and adoption of amendments to the Law on Quality is MINISTRY OF AGRICULTURE, FORESTRY AND WATER ECONOMY, (especially the DEPARTMENT FOR MARKETING AND QUALITY OF AGRICULTURAL PRODUCTS)**

## Sub-legal acts that regulate the protection and procedures

- ▶ **Rulebook on the form and content of the application for registration of a designation of origin or geographical indication, OG 77/2012**
- ▶ **Rulebook on the form and content of the single document from the application for registration of a designation of origin or geographical indication - OG 99/2011**
- ▶ **Rulebook on the form and content of the study, which is contained in the application for registration of a designation of origin or geographical indication - OG 100/2012**
- ▶ **Determination of agricultural and food products that can be protected at the national and international level PDO, PGI and TSG, OG 89/2012**
- ▶ **Rulebook on the form and content of the product specification for obtaining a designation for TSG , OG 99/2011**
- ▶ **Rulebooks for Names, symbol and indication, for the costs of the registration procedure, application forms and 4 more**



## National designations, symbols for quality

Protected designation  
of origin - PDO



Protected geographical  
indication - PGI



Traditional Specialty  
Guaranteed - TSG



# REGISTRATION PROCEDURE

**Association or group farmers decide to protect product**

**Elaborate or specification of the product**

**Single document (for ZGO and ZOP)**

**Fill the Application form**

**Request with the required documentation submit to MAFWE (name and address of the association, identification number, representative of the group etc.**

**MAFWE-nominate a Commission for control of the delivered documentation (experts from the field +administration**

**if is positive opinion/ publish to the web side of MAFWE/ 3 months**

**If there is no objection**

**Product is importing to the Register of PDO. PGI or TSG**

**All producers should be registered individually**

**Producers are officially imported into to the Register of Producers**

**Each producer to be entered in the registry should have undergone the procedure for verification of compliance with the elaborate and / or the specification, according to a predefined control plan.**

**Regular control of the product and manufacturing process by competent bodies**

**Announcement when Producers started with production of the protected product  
(determination the conformity of production, processing and the product with the specification)**

# Official Control

- ▶ The competent authority responsible for verification and official controls carried out to verify compliance with the legal requirements related to the quality schemes is **State Agriculture Inspectorate and Food and Veterinary Agency**
- ▶ Official controls shall cover:
  - (a) verification that a product complies with the corresponding product specification;
  - (b) monitoring of the use of registered names on the market
- ▶ **Verification of compliance with product specification should be carried out by authorized verification bodies**  
If there are no authorized verification bodies, the control of the eligibility and / or the specification is carried out by the appointed **Official Control Bodies** by the Minister of Agriculture.



# Official Control

- ▶ Two control bodies, received authorization from the Minister for verification and control of the production specification.
- ▶ They are still not accredited, because of the
  - ▶ Expensive accreditation process
  - ▶ lack of interest from producers to protect products.
- ▶ According the LAPQ, official controls of GIs and TSG are delegated to the appropriate competent official bodies (SAI and AHV).
- ▶ Additional capacity building, training and experiences of these bodies is necessary for the consistently and proper implementation of the official controls and monitoring procedures
- ▶ additional efforts should be made and perhaps initially subsidized or anticipated a national measure for certain state technical assistance in order to establish at least one to two bodies that will actively get involved in the product control system that needs to register with GIs.
- ▶ In that context, already accredited certification bodies for organic production, can be supported to get accreditation for certification of quality schemes.

South Eastern Europe  
**SWG** RRD  
Regional Rural Development Standing Working Group

german cooperation  
DEUTSCHE ZUSAMMENARBEIT

**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Република Српска  
Министерство за земјоделство, шумарство и водостопанство

Почетна Министерство Односи со јавност Јавни огласи и повани Документи Органи

**Корисни информации**

Овластени верификациски тела за контрола:

**ИНТЕГРИРАНИ СИСТЕМИ ЗА КВАЛИТЕТ ДООЕЛ – Скопје**  
Бул. Октомврска револуција 2-1/1 Скопје  
Тел: +389 2 3246 900 и +389 2 3246 901  
факс: +389 2 3246 902  
e-mail: iqs@iqs.com.mk  
www.iqs.com.mk  
Решение за овластување бр. 11-10526/3 од 04.01.2013 година Превземи

**БАЛКАН БИОСЕРТ – Скопје**  
Ул. Фредерик Шопен 2/9, 1000 Скопје  
Тел/факс: +389 2 3239 239  
e-mail: balkanbiosert@t-home.mk  
www.balkanbiocert.mk  
Решение за овластување бр. 11-11552/2 од 25.12.2012 година Превземи

МИНИСТЕРСТВО ЗА ЗЕМЈОДЕЛСТВО, ШУМАРСТВО И ВОДОСТОПАНСТВО  
Сектор за маркетинг и квалитет на земјоделските производи  
Одделение за стандарди и квалитет на земјоделските производи  
Ул. Ленинска бр. 2  
Тел: 02/ 3112-205 Факс: 02/ 3112-241  
e-mail: info@mzsv.gov.mk  
www.mzsv.gov.mk

# Only one product

## Ohrid Cherry. - registered with PGI



- ▶ The first official application was submitted on 25.05.2016 by the agricultural cooperative "Ohridska Ceresna 2015", (accompanied with other required documents, Single document and an Elaborate of the product).
- ▶ After the Expert Commission found that the documents and the procedure for registering the protected geographical indication Ohridska Cresha were completely fulfilled, the producers application was published on the MAFWE website, within a period of 3 months
- ▶ The final decision on registration of PGI Ohrid Cherry was adopted on 24.03.2017. The decision for approval was published in the Official Gazette of RNM 49/2017 and name of the product "Ohridska cresha" entered in the Register of products with PGI label.
- ▶ Enrollment in the Register of Users of labels is not yet - not submitted a request for registration
- ▶ main problems - mutual mistrust between the producers and poor information about the rights, obligations and advantages of using the label
- ▶ Information and promotion for this protected product was only a few days after the approval, and now almost no information is available. Also, no data on the product can be found on the MAFWE website. The page contains laws and by-laws according PDO, PGI and TSG, as well as the contacts of the officials in the administration. There is no information about the protected product or other activities within the quality schemes.
- ▶ Some information about the product can be found on <http://slowfood.mk/> and <https://zelenaberza.com.mk/>

# some new initiatives!

- ▶ Several Requests have been submitted so far:
- ▶ "VALANDOVO WHITE WINTER" grapes (The request and the elaborate were reviewed by the Expert Commission). The notes are submitted to the applicant. After incorporating them and implementing the control by the verification bodies, the commission may formally approve the request for protection.
- ▶ BISTRA SHEEP KASHKAVAL (elaborate was prepared by experts from the FASF. The producers of this product are in the phase of formal association in order to apply for PDO label).
- ▶ BISTRA WHITE SHEEP CHEESE (elaborate was prepared by experts from the FASF d. The producers of this product are in the phase of formal association in order to be able to apply for PDO label)

**Although the Law was released in 2010, implementation of quality schemes is slow.**

- misunderstandings within PG,
- inability of some of their facilities to be approved by FVA,

# Trade marks

- ▶ Protection with the geographical indications of the products can be performed also with the Low on industrial properties (LIP) (OG 21/2009 and 24/11) and BoR Protection of products with PDO and PGI labels (OG 102/2009). over 20 food products were protect
- ▶ These protected products are not recognized by consumers and most of them are not on the market. The main disadvantages in this protection procedure are the following:
  - ▶ Control is carried out only at registration, no further controls, leading to the appearance of counterfeit food and loss of confidence among consumer
  - ▶ The protected designation is assigned to one identity, and there are no registered users of the name.
  - ▶ most of the registered producers no longer produce protected products.

All this leads to the loss of some names of products that are traditionally recognizable on the NMK market.

## List of protected geographic names (food) according the BoR Protection of products with PDO and PGI labels--LIP

<b>“КОЧАНСКИ ОРИЗ”</b> (rice)	“ИСАРСКО” сирење (cheese)
“ТЕТОВСКИ ГРАВ” (bean)	“ОХРИДСКИ ЧАЈ” (tea)
“МАЛЕШЕВСКО” сирење (cheese)	<b>“МАКЕДОНСКИ АЈВАР”</b>
“БЕЛ АЛТАН” сирење (cheese)	“ОВЧЕПОЛСКИ МЕД” (honey)
“СТАРО БАЧИЛО” сирење (cheese)	<b>“КРИВОПАЛАНЕЧКИ МЕД”</b> (honey)
“ОД ДИМКОВО ТРЛО” сирење (cheese)	“BADARIJAN” изворска минерална вода (mineral water)

**Bolded: International protected geographic name according to the Lisbon agreement**

# Food quality measures/in place

- ▶ Development of food policy are set in Specific objectives refers to the:

**Regulation of the market, organization of the food-processing chain and improvement of the agricultural product quality**

and defines several key goals among which

**“Introduction of higher quality standards and quality protection schemes in agricultural products” ,**

- ▶ Support for the implementation of quality schemes is foreseen in the National Program for the period 2018-2022, ie measure - Promotion of the quality of agricultural products,
- ▶ and additional direct payments for introduced food safety standards with up to 20%, only for the farmers who already implemented quality schemes.
- ▶ where in order to encourage farmers to participate in quality schemes, it is planned to compensate for costs and obligations arising from participation in the schemes

# Food quality measures/in place

- ▶ In the Annual Program for rural development (2019), in the part for technical assistance for marketing of agricultural products, it is planned to give assistance for the introduction of quality schemes.
- ▶ For this measure it is planned to spend up to 1,500,000 mkd (around 24.000 Euros). The technical assistance is intended to cover the costs of introducing protected designations of quality for agricultural and processed products, and the maximum amount is 300.000 mkd (around 4900 Euros) or 80% of the total costs for elaborate, registration, certification, etc.
- ▶ National Programme for Financial Support of Rural Development (2019) contain additional measure for financial and technical support: for marketing of agricultural products, participation in fairs, other food exhibition events; consultancies services, for young farmers, gender farmers; improving rural life. These measures can also be used by traditional producers.
- ▶ Some measure connected to food policy like investments in physical assets of agricultural holdings; support for the setting up of producer groups; investments in physical assets concerning processing and marketing of agricultural products can be supported by IPARD II programme.

# ANALYSIS OF THE EXISTING GAPS NEEDS AND CONSTRAINS

## RURAL DEVELOPMENT POLICY GAPS/NEEDS

- ▶ Despite the fact that NMK is making substantial progress on the long-term strategic documents for Agricultural and Rural development policy, the country is facing with difficulties in implementation current rural development measures, due to the complex procedures for implementation and insufficient administrative structure.
- ▶ The country is moderately prepared in the area of agriculture and rural development although some progress was made to implement the Instrument or Pre-accession Assistance for Rural Development (IPARD)
- ▶ According the Commission staff, there no progress in establishing efficient IACS and current structures and resources at the MAFWE, and the AFSARD remained insufficient to operate and maintain a robust control system. There for, the country needs to clarify the role of the institutions for operation and maintenance of the IACS.
- ▶ Further in alignment with EU policies requires decoupling of payments from production and introduction of cross-compliance standards, therefore it should to improve the quality and efficiency of Farm Accountancy Data Network (FADN)
- ▶ Additional problems for farmers in rural areas, such as legalization of enterprises, lack of detailed urban plans, uncertain ownership, should also be priorities for central and local authorities to address in order to make these small farmers visible on the market. Without proper official documents they can not apply for any measure of rural development programs

# ANALYSIS OF THE EXISTING GAPS NEEDS AND CONSTRAINS

## INSTITUTIONAL SETTINGS GAPS/NEEDS

- ▶ to implement a functional control system and successful development of quality schemes in the country, it is necessary to establish appropriate control bodies
- ▶ **No accredited verification bodies, no training and educations of official control bodies (FVA and SAI) on the specific requirements regarding product specification control**

## LEGAL FRAMEWORK GAPS/NEEDS

- ▶ In general, the legislation in the sector is aligned with the acquis
- ▶ The law should be fully harmonized with Reg. 1151/2012 in particular: to add the specific requirements for production specification which are not covered, then to supplement the specific requirements for the origin of the feed, as well as the additional traceability measures.
- ▶ Additional efforts are needed in implementing the relevant rules for control system, especially for verification with product specification, which very important in maintenance and survival of the protected product on the market.
- ▶ In order to inform producers and simplify and speed up implementation of quality schemes, an Official Guide should be published, accompanied by a range of information and trainings of farmers in local rural areas.



# ANALYSIS OF THE EXISTING GAPS NEEDS AND CONSTRAINS

## Regulations should be supplemented with:

- ▶ The requirements for the production specification (traceability) - proof of origin concerning the product, raw materials, feed and other items, according to the product specification
  - ▶ Operators shall be able to identify:
    - ▶ (a) the supplier, quantity and origin of all batches of raw material and/or products received;
    - ▶ (b) the recipient, quantity and destination of products supplied;
    - ▶ (c) the correlation between each batch of inputs referred to in point (a) and each batch of outputs referred to in point (b).
- ▶ **'distinct products'** compliance with the requirements for registration should be demonstrated for each distinct product covered by an application
- ▶ linguistic characters
- ▶ optional labels

# ANALYSIS OF THE EXISTING GAPS NEEDS AND CONSTRAINTS

## MEASURES GAPS/NEEDS

Based on the planned measures in NPRD to support the development of rural areas, especially in food policy, the following can be observed:

- ▶ the utilization of the funds for rural development is much lower than the planned ones
- ▶ the planned funds for introducing quality schemes for agricultural products in the annual NRD programs from 2014 until now are not used
- ▶ the planned funds for the period 2013 - 2017 to promote traditional products and increase the interest of producers and consumers are not used at all.

The measure for direct payment to support farmers in the introduction of food safety requirements should undergo changes and give the opportunity to use those farmers who in the future intend to protect traditional products.

State support in long-term strong campaign targeting manufacturers and consumers to emphasize the importance of protected traditional products.

# ANALYSIS OF THE EXISTING GAPS NEEDS AND CONSTRAINTS

## IMPLEMENTATION OF FOOD QUALITY SCHEMES GAPS/NEEDS

Small-scale producers in rural areas face a number of additional problems

- ▶ Inadequate facilities and equipment, for safety food production
- ▶ lack of funds or conditions for raising loans to improve production,
- ▶ Inability to use rural development measures, (problem with providing legal documents: from the Ministry of Environment, Ministry of Economy, MAFWE, local municipalities, Cadasters, etc)
- ▶ Insufficient information about legal requirements for small scale food facilities
- ▶ Poorly developed rural infrastructure (local roads, water supply, waste management, electricity etc.).

## Lack of knowledge/ information

- ▶ limited know how in improving food quality, safety and productivity
- ▶ Poorly informed about procedures for protection
- ▶ Limited information about advantages and benefits of implantation quality schemes .
- ▶ lack of interest in joint cooperation, difficulties to establish collaborative work, insufficient mutual trust
- ▶ Insufficient cooperation and understanding with CA, local governments

# IDENTIFICATION OF KEY ISSUES AND CHALLENGES

A central goal of the food policy is to increase the competitiveness of the traditional food sector through support in improvement food safety and quality characteristics that can be translated into greater consumer demand.

- ▶ Improving the quality of the NRDPs is one of the key objectives of the food policy, which should be supported with effective programme implementation. Define targeted measures that would encourage farmers to introduce appropriate standards or legal requirements. In particular, NRDP Measures on, advisory services, knowledge transfer, investments, innovation, diversification, promotion and their strategic combination can empower farmers. It further to develop measures in support of farming practices contributing to traditional products and the sustainable management of natural resources.

## ▶ KEY ISSUES AND CHALLENGES FOR THE PRODUCERS

- ▶ A significant challenge for traditional food production is to improve its competitiveness by identifying innovations that guarantee the safety of the products, while at the same time meeting general consumer demands and specific consumer expectations and attitudes towards traditional food. These products are required to be safe from a microbiological point of view, not extensively processed, with low content of preservatives, and properly labeled with the logo in order to guarantee the quality of the product to consumers and protection against any falsification.

The main challenges of introducing innovations in the production of traditional foods for the producers are:

- ▶ Increasing competitiveness;
- ▶ Maintaining the safety and quality of food;
- ▶ Respecting the requirements and expectations of consumers.

# NATIONAL INVENTORY OF ORIGIN-LINKED PRODUCTS



- ▶ Starting from these experiences and guided by their philosophy and vision, Slow Food has been working in NMK for 10 years in order to protect and promote the authentic Macedonian food products. So far, 36 products from the NMK have been placed in the Ark of flavors, and 5 Presidiums, producer associations, which produce authentic products representing our country at many international food fairs have been established.
- ▶ Slow food is actively involved in mapping and nominating traditional products in the On-line Catalog The Ark of Taste <https://www.fondazione Slow Food.com/en/what-we-do/the-ark-of-taste/>, where the criteria for proposing and acceptance of products are very similar to the criteria that the products have to meet to obtain a protected quality label.
- ▶ "Slow Food Bitola" in partnership with "Slow Food Osogovo" and "Presidium Bukovo" prepared National "Initial List of Traditional Products", where 51 products are described according to the basic criteria for protected labels and 102 other products are only listed. (Project "Creating an initial list of traditional products for sustainable rural areas - SILOS" finance by the European Union and the National Rural Parliament, as a voice of the rural population).
- ▶ The publication is initial step in the process of protecting traditional products with "quality labels" and a tool for lobbying in front of the institutions.



# GOOD EXAMPLES AND PRACTICES ON NATIONAL LEVEL



**Product name:**  
BISTRA KASHKAVAL (Бистра кашкавал)  
**Category:**  
cheese  
**Production area:** Mount Bistra  
**Estimated number of producers:** 2  
**Estimated quantity produced:**  
8,620 kg  
**Estimated economic value of the production:** €155,160



**Product name:**  
Wild fig slatko (Слатко од диви смокви)  
**Category:** processed fruit  
**Production area:** southeastern regions of NMK  
**Estimated number of producers:** 32  
**Estimated quantity produced:**  
6,200 jars of 370 grams each  
**Estimated economic value of the production:** €25,000



**Product name:**  
Bukovo pepper (Буковска Пипер)  
**Category:**  
fresh vegetable, spice  
**Production area:**  
Bukovo, Bitola municipality  
**Estimated number of producers:**  
16  
**Estimated quantity produced:**  
300 kg  
**Estimated economic Value of the production:**  
€3,000



# DIGITAL APPROACHES IN PROMOTION OF PDO, PGI AND TSG

- ▶ **Protecting and promoting products from rural areas provides incentives for further supply of such products.**
- ▶ **food policy should follow European Commission in defining the strategic priorities for promoting traditional products. Promotional campaign help small producers break into markets, and to raise awareness among consumers of their efforts made to provide quality products. Funding for the promotion also can covers digital promotion approaches (Video, Facebook, Web).**

**Good initiative for digital promotion was conducted in 2016, when Slow Food Macedonia in cooperation with ARTE TV from Berlin, produced a documentary film „At the dinner – Macedonia” The content and purpose of the film was to show the everyday local habits of people in rural areas and the traditional foods that are prepared daily.**

**The film was first shown April 2017 in France, Austria and Germany. The response was great. In the summer of 2017, also in 2018, tourists began to come with camping trailers or with another looking for people and traditional products from the documentary.**

**Unfortunately, this promotion was not fully utilized mainly due to:**

- **for foreign tourists could not be offered camping or other accommodation in the village**
- **it is impossible to sell a part of the product abroad because this traditional craft production is not registered.**



<https://www.youtube.com/watch?v=UecMsZNcTEg&feature=youtu.be> /in English

# CONCLUSIONS

- ▶ Rural areas in N. Macedonia, have significant challenges, with essential raw materials, and a lot of traditional specific products. Wonderful landscape which is valuable for rest and recreation and rural tourism development.
- ▶ The country need A PLATFORM FOR ECONOMIC DIVERSIFICATION IN RURAL COMMUNITIES.
- ▶ ACTIVE RURAL FOOD POLICY because it will help to achieve valuable goals for rural areas and for people who live and work there, which is one of the objectives in the NSARD (2014-2020).
- ▶ In general NSARD 2014-2020 is in line with EU recommendation, but for the purposes of achieving the strategic goals, in the upcoming period the food policy should become fully oriented towards consumer needs and market signals. Despite the planned goals in the strategy, the strengthening of farmers who produce specific traditional products that have the potential to be protected, were not realized.
- ▶ The administrative weakness lies essentially in the lack of sufficient numbers of qualified human resources to deal with the new tasks required by the legislative alignment process and poor capacity to analyses and develop measures. It should establish efficient Integrated Administration and Control System (IACS), improve efficiency of Farm Accountancy Data Network (FADN), but also improve an official statistical data.



# CONCLUSIONS

- ▶ The implementation and impact of the rural development and **food policy should be monitored and evaluated in detail**. In that direction, the effectiveness and appropriately coordinated response of the state institutions to the creation of the appropriate agricultural policy, as well as the approximation of the legal regulations and reforms in the public institutions, is important. In this process, it is extremely important to mobilize all other actors that directly or indirectly influence the agricultural and rural sectors.
- ▶ Particular emphasis should be put on investments to improve rural infrastructure (local roads, waste management, water supply, communications etc). In this direction starting, expanding or modernizing the economic activities of rural tourism development of traditional crafts and other activities should be supported, along with development of services and recreational activities, renewable energy, traditional food processing and marketing of traditional agricultural products.
- ▶ According the Commission staff, some progress has been noted in the area of quality policy, as one product ('Ohrid cherry') has been registered as geographical indication, but producers are still not registered in Register of Users. There are some initiatives for protection other products but unfortunately for various reasons registration of these products has not been started yet.

# CONCLUSIONS

- ▶ The Ministry of Agriculture, Forestry and Water Economy is the CA for the implementation of the GIs and TSG, in accordance with the Law on the Quality of Agricultural Products. (140/2010, 53/2011, 55/2012, 106/2013, 116/2015, 149/2015; 193/2015). The law should be further aligned with Regulation 1151/2012 with regard to certain additional requirements for feed and other items traceability and product specification. Further efforts are needed in implementing the relevant rules for efficient control system and to establish a functional control bodies, as it is the only key to gain consumer confidence and survive on the market.
- ▶ It has been determined that there is a certain overlap in relation to the protection of food with a geographical indication in accordance with the LQAP and trade mark (LIP). Therefore, additional coordination and harmonization between the competencies of these two ministries is needed.
- ▶ The food measure is part of the National Programme for rural development and IPARD funding schemes. There was progress in developing the necessary regulation, but there is a need for a greater pro-activeness by the MAFWE in making the food policy measure operational.

# CONCLUSIONS

- ▶ In the National RDPs, the support for the implementation of quality schemes is foreseen where in order to encourage farmers to participate in quality schemes, it is planned to compensate for costs and obligations arising from participation in the schemes (around 4.900 euros) and additional direct payments for introduction food safety standards with up to 20% for the farmers who already implemented quality schemes.
- ▶ The planned funds in the annual NPARD for support in the implementation of quality schemes and their promotion, from 2013 until now, have not been used.
- ▶ Successful implementation of the food policy requires coordinated management, administrative, organizational work together with an adequate number of qualified staff and appropriately analyzed and targeted financial support.
- ▶ **The implementation of national legislation, especially for small producers in rural areas, is very slow.** Most of the traditional manufacturers have not introduced food safety requirements and their food businesses have not been officially registered by the FVA, so they can not apply for the protection of traditional products, or for IPARD measures.
- ▶ Protection and promotion of traditional rural products is still low and therefore European policy should be followed in defining strategic priorities for promoting traditional products. The launch of strong promotional campaigns will help small producers enter markets and raise consumer awareness of their efforts to provide quality products. Funding for the promotion can also cover digital promotion approaches (web and social sides).

# RECOMMENDATION

- ▶ Recommendation to improve the administration in numbers, knowledge and skills for programme development, for monitoring and evaluation and for control and certification
- ▶ Recommendation to improve the RDPs in order to strengthen the implementation of food policy through well-analyzed and adopted measures. A detailed analysis of the effects, impacts and benefits of RDPs should be made in order to address some of the shortcomings and problems in the implementation of the measure, and then to correct them accordingly.
- ▶ Recommendation To establish efficient IACS and improve registers (FADN/ LPIS /APIS) and official statistical data bases
- ▶ Recommendation - to continue the support for covering costs and obligations arising from participation in the schemes, but also to introduce additional direct support for the introduction of food safety systems (facilities, equipment, etc.).

# RECOMMENDATION

- ▶ Recommendation - to introduce the so-called combined measures - with a strategic combination of food measures with other measures such as advisory services, knowledge transfer, investment, innovation, diversification, farmers can be encouraged to invest and improve quality and productivity, and then introduce quality schemes.
- ▶ Recommendation - To establish operational vertical and horizontal cooperation and coordination and close co-operation between policy-makers and executive bodies, or control bodies or financial institutions.
- ▶ Recommendation - to improve the effectiveness and appropriately coordinated response of state institutions in creating the appropriate food policy, as well as approximation of legal regulations and reforms in public institutions. In this process, it is extremely important to mobilize all other stakeholders that directly or indirectly affect the agricultural and rural sectors.
- ▶ Recommendation - to improve the quality and responsibility of the administration working on food policy, in particular in the implementation of quality schemes. Better coordination and cooperation of the relevant institutions involved in this system is needed (MAFWE/SAI/FVA), as well as mutual cooperation and complementarity between the local and central government and other stakeholders. (Capacity building, foreign experience). Local government is very important to enable and assist in the provision of the necessary documentation or other support in the implementation of quality schemes.

# RECOMMENDATION

- ▶ Recommendation To train central and municipal authorities in development planning and project implementation to actively implement food quality schemes projects and mobilise local organizations which represent the needs and interests of traditional food producers to actively participate in local development planning.
- ▶ Recommendation To strengthen the investment abilities of small holder farmers to undertake reconstruction, modernisation and new investment and better provision of finances for capital investments. Support should be provide for investments in the facilities that process traditional products in the high mountain and abandoned areas to meet the necessary requirements for product safety (without this food facility registration in FVA, farmers can not apply for protection)
- ▶ Recommendation to address problems with legal documents for farmers in rural areas - legalization and registration of the facilities in Cadastres should be settle as soon as possible (without this documents farmers can not apply to any fund or registration in FVA)
- ▶ Recommendation To improve the skills and qualifications of potential traditional food producers as to enable them to implement food safety standards and adapt the production toward market demands. Knowledge transfer and Advisory services targeted to specific group or association producing traditional product in implementing food safety standards and quality schemes. There is a need for continued and improved involvement of the **agriculture extension** services to assist farmers in administrative, technical and marketing fields.
- ▶ Strong supports in innovation and the transfer of technologies in the production of traditional foods is needed It is necessary to establish close cooperation with the scientific institutions that will help them in assessing the potential risk, but also in introducing innovations or expert opinion regarding highlighting the benefits of consuming a specific traditional product This will contribute to the modernization of all aspects of its production, including logistics and distribution, which will support their safety and high quality products.

# RECOMMENDATION

- ▶ Recommendation To introduce education programmes for the specialized small-scale processing facilities for implementation of standard technologies and necessary special food safety requirements. Additional training on labelling, packaging and traceability of traditional products are needed.
- ▶ Recommendation to build strong PG, associations, bottom up
- ▶ Recommendation To regulate derogation and flexibility of the food safety requirements for small-scale traditional production and implement minimum requirements for safety of the targeted traditional product;
- ▶ Recommendation to increase state support in the promotion and marketing of traditional foods:
  - ▶ strong promotional campaign for traditional foods for raising awareness among producers, consumers and communities
  - ▶ Advertising and promoting targeted traditional products, highlighting efforts made to provide quality products in order to help small-scale producers enter the markets.
  - ▶ State or local support of consulting bodies should be introduced, that will deal with specific advertising of certain protected products, which in the future can be developed in the certification control bodies.

# Thank you



## Ариа на вкусови

Историја на проектот Ариа на вкусови

Како добиваме: Заштитен на брендираниот „Ариа на вкусови“ - Испират на проектот Ариа на вкусови

Ариа на вкусови е фирмата во 1996 година се занимава со сармањето на проектот „Салони дел тусто“ (Saloni del Gusto) во Торино, Италија.

Позначајно во 2007 година, Петелиа Коласки ја Ариа на вкусови, која е во фирмата во Италија, започна многу припадници кои се обврзани дојде за Милано, и кои исто припадници дојде да се квалификуваат со јаз Биле дојде со фирмата млади.

Со Биле дојде со фирмата млади се квалификуваат со јаз Биле дојде со фирмата млади.

Петелиа Коласки ја Ариа на вкусови се состојат од истражување, научавање и испират на бренд, и се обврзани со сармањето на проектот „Салони дел тусто“ (Saloni del Gusto) во Торино, Италија.

На 26 Октомври 2002 година, ја започна на „Салони дел тусто“ во Торино, и фирмата и истражувањето започна која е обврзана со сармањето на проектот „Салони дел тусто“ (Saloni del Gusto) во Торино, Италија.

Историја на проектот Ариа на вкусови

Минифа

Класификација на Ариа на вкусови

Видови на класификација на Ариа на вкусови

Критериуми на класификација на проектот

Минимална цена

Список на Ариа на вкусови

Минимална цена на Ариа на вкусови



**ЗЕЛЕНА СЕРЗА**

ВЕСТИ МЕХАНИЗАЦИЈА РУРАЛЕН ТУРИЗАМ ВИСКИ ТУРИЗАМ ДВОР И ГРАДИНА

НАЈНОВИ ВЕСТИ ГРЕВЕНАТА ВИДРОЛЕТОРСКА ЗА НАС

**Сардиската цреша е новиот македонски бренд**

Сардиската цреша е новиот македонски бренд. Процедурите за заштита на географската патента на уникитните цреша е во тек, а планирање е и заштита на називите на дојде кајде во „Биле“ и „дојде“ од фирмата Биле.

Македонија е страната со најдобрите цреша, одгледувана на природен начин, во чиста средина, која е идеална навкаде во светот. Заштитеноста на традиционалните продукти, особено на оние кои се произведуват со старите рецепти, карактеристични за регионите, е неопходно ако сакаме тие да бидат препознатливи и почитувани навкаде од светот.

**Механизација**

Проклика UX 3200  
Екерт и  
Руберастуранот ZA - T2 2020

Најнови модели на проклика и Руберастуранот „Amazona“

**SINPEKS**  
LAST PARTS

Денес започна испират на стручна опрема до 5 стручни средни зградилници во државата

**FACEBOOK**

Like so you can see the page

**НЕ ПРОПУШТАЈТЕ**

Општина Новоци го прослави својот 23 роденден

Приредување изданието на седмичниот изданието на титанопродуктот

Изабегнувајте сол во исхраната

Спрежување со земјоделските отпад и енергетски изданието на енергетските на објектите на изданието на енергија

**GRID**

МАКЕДОНСКИ РЕ СЕ ИНТЕРЕСНА И

