

Meat products Research projects in Slovenia and Croatia

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EU definition

Special Regional Products

Protected Designation of Origin - PDO

- raw material and processing in the area
- natural product differences

Protected Geographical Indication - PGI

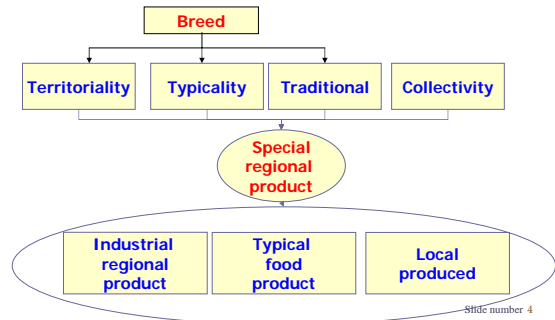
- processing in the area
- link between product and area

Traditional Speciality Guaranteed - TSG

- traditional ingredients
- traditional composition
- traditional processing

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Categories of regional products and factors describing region-boundedness



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SWOT analysis

Impressions from questionnaire and interviews:

- Producers of special regional products present their products with enthusiasm and pride
- They know very well how to present the tradition, specialities and quality of their products – **strong points (SWOT)**
- They talk much more difficult about **weaknesses** of their products – **SWOT**
- They are very well able to indicate **opportunities** of their products – **SWOT**
- They are reluctant to start talking about **threats facing** them – **SWOT**

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Story

➤ The products need good and convincing **story**

- Direct contact between buyer/customer and seller/producers
- Public-informative material in different languages
- Articles in newspapers and public appearance in media
- Emphasis on the tradition, quality and specialities of product – part of story
- The internal and external system of control is part of this story
- Close link of product to region and/or province



PROJECTS IN CROATIA (1)

FP6 SSA: NMSACC-PCVD (CRO)

PCVD: Towards improved food quality and safety within EU New Member States and Associated Candidate Countries

Institution: Croatian Veterinary Institute (CRO)

FP6 SSA: FOOD-N-CO (CRO, CS)

Cooperation Network of National Contact Points with a special focus on Third Countries in the area of Food, Agriculture and Biotechnology

Institutions:

- *Ministry of Science, Education and Sports (CRO)*

- *Ministry of Science and Environmental Protection (CS)*

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PROJECTS IN CROATIA (2)

INCO: International Scientific Cooperation Projects
"Safety of traditional fermented sausages:
Research on protective cultures and bacteriocins"
UNIVERSITY OF ZAGREB VETERINARY FACULTY

CURRENT NATIONAL PROJECTS:

Protection (PDO, PGI) of:

- Istrian ham
- Dalamatian ham
- Drnis ham
- Slavonian kulen

Faculty of Agriculture University of Zagreb

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Projects in Slovenia (1)

KIS – Agricultural Institute of Slovenia

• Pig carcass classification

- 5th FP EU project EUPIGCLASS – precision (uncertainty) of measurements when assessing lean meat content;
- Development of new Slovenian equation for pig lean meat content – on going national project

• Ability of NIRS to predict meat quality and composition - on going national project

• Traditional meat products :

- Market analysis for traditional dry ham Prekmurska šunka (national project)
- Genetic markers for dry ham production (Bayonne, Serrano, Kraški pršut) - on going project 6th FP TRUEFOOD

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Projects in Slovenia (2)

University of Maribor, Faculty for agriculture in cooperation with KIS – Agricultural Institute of Slovenia

- **Predicting meat quality by means of artificial neural networks (ANN)** – PhD project
- **Evaluation of meat quality in pigs under alternative housing system (outdoor)** – on going project

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Projects in Slovenia (3)

University of Ljubljana, Biotechnical Faculty

- The importance of prenatal events for postnatal muscle growth in relation to quality of muscle based foods - COST
- Traditional United Europe Food: TRUEFOOD: Control of biologically derived (mycotoxins, biogenic amins) and proces induced chemical hazards in TFP (traditional food products)

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Where to go?

- Better cooperation of various scientific and other organisations
- Implementing EU standards in producing local meat products
- Further standardisation and protection of local meat products

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