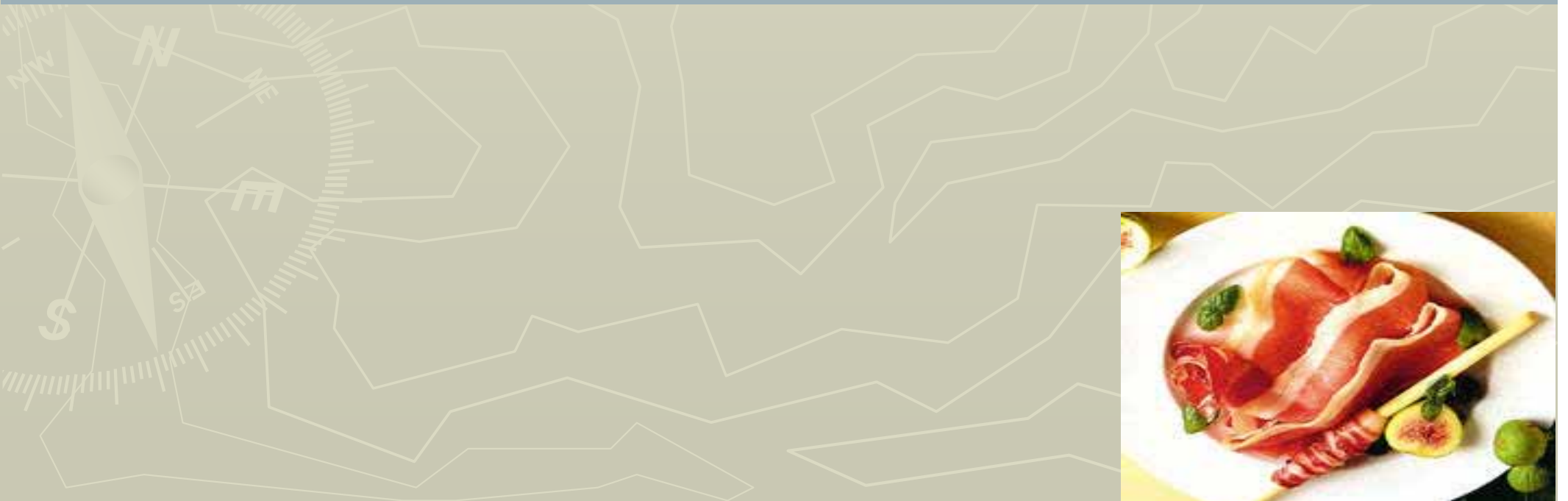




Protection of traditional products in connection with farming system and consumer attitude



Background

The traditional products might disappear

- ▶ globalization
- ▶ misuse of names of products by industry
- ▶ changing of eating habits and lifestyle
- ▶ loss of the know how

Traditional products are needed

- ▶ consumer demand
- ▶ rural development
- ▶ good quality and health

Challenges

- ▶ **To list of special local products**
- ▶ **To select the products to be protected**
- ▶ **To maintain traditional systems**
- ▶ **To apply new tools**
- ▶ **To enable traceability**
- ▶ **To proof the benefits (story)**

Opportunities

- ▶ **Ensure a place of the products on the market**
- ▶ **Improve competitiveness**
- ▶ **Maintain or increase traditional production**
- ▶ **Improve quality control**
- ▶ **Benefits to environment and rural people**
- ▶ **Diversity of healthy products / choice**

How to make it happen?

- ▶ **Inventory of the existing traditional meat products**
- ▶ **State of the art**
- ▶ **Experimental researches**
- ▶ **Tools to analyze and improve the production system**

Expected outcomes

- ▶ **Atlas / GIS of the traditional products**
- ▶ **Simulation model of the farming system**
- ▶ **E-learning and WEB**
- ▶ **Knowhow**
- ▶ **Added value products promotion**
- ▶ **Scientific papers**

Potential Calls

- ▶ **KBBE-2007-1-2-07: Coordination of Agricultural Research in the Mediterranean: (Coordination action)**
- ▶ **KBBE-2007-1-3-07: Improving animal health, product quality and performance of organic and low-input livestock systems through integration of breeding and innovative management techniques Call: FP7-KBBE-2007-1 (Large project)**

Calling for partners



M. E. Ghidurus / Romania

O. Kocak / Turkey

D. E. Marin / Romania

M. Denli / Turkey

A. Getya / Ukraine

Z. Lukovic / Croatia

S. Ivanova-Peneva / Bulgaria

N. El-Bordeny / Egypt

S. Sevcikova / Czech Republic

I. Halachmi / Israel

D. Ribikauskiene / Lithuania

M. Klopčič / Slovenia

G. Nedita / Romania

A. Janosi / Hungary