

Baranya kulen

Family agricultural economy Matijević

Baranya, Croatia

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Steps

- Discovering the autochthonous traditional product
- Forming the association of producers

Association

- Small and big producers
- Product specification
- PDO or PGI
- Procedure

Benefits

- Protection of the traditional production
- Added value
- Encouraging the local production

Restraints

- Following the rules
- Supervision

FAO

- Support
- Education
- Study tours

Questions?