



Overview of the current quality policy in Montenegro

21 April 2015, Podgorica



- Strategic approach to increase of quality through integration of various protection and quality standards and food safety (Strategy of development of rural areas 2015–2020)
- Establishing system of agricultural product and food protection as base for the quality policy
- “Quality schemes” refer to process of establishing limits for use of particular names of food and beverages, in order to prevent consumer confusion and misunderstanding of origin, nature and main properties of the product.



Facts about Montenegro:

- Area : 13.812 km²
- Coastal length : 293,5 km
- Population: 625.000 stanovnika
- Dnesity : 50 st./km²
- BDP- 4,3 billion EUR
- Area suitable for agriculture is around 516.070 ha, or 0,83 ha per capita
- 190.000 ha utilized agricultural land, or 0.3 ha per capita



Montenegro is continental, mountainous and coastal country. It belongs to four climate zones with microregional changes. According to geographical and climatic criteria there are several regions:



Coastal region

Producing fruits, vegetables, grapes and decorative plants.

The region of Zeta and Bjelopavlic

With production of grapes, vegetables, grapes, tobacco and livestock production

Region of carst

Mainly livestock and fruit production

Northern mountainous region

Dominating extensive livestock production

Lim Ibar region

Apart from livestock production, continental fruit growin and vegetable production are currently having signifiant role.



Montenegro is characterised by

- Specific geographical position, rich biodiversity, climate changes, natural resources, cultural diversity, values, tradition and tradition in agriculture
- Agricultural production oriented by domestic market and promoting small holdings, (80% does not cover 5ha), with very limited use of mechanization
- The surplus of a product is usually sold at the local green markets
- Outdated agricultural technologies have by its own way preserved traditional way of production, preserving typical local products.
- Agriculture is bringing social stability – more than 49.000 families in rural areas generate income from agriculture
- Use of pesticides and fertilizers is 10 times less than European average.



LEGAL FRAME

- Law on agriculture and rural development („Sl. List CG”, br. 56/09)
- Law on designations of origin, geographical indications, and traditional speciality guaranteed of agricultural and food products (“Sl. List CG”, br. 18/11)
- Rulebook on registration of designation of origin and geographical indications of agricultural and food products (“Sl. List CG”, br. 27/14)
- Rulebook on indications of traditional speciality guaranteed of agricultural and food products (“Sl. List CG”, br. 22/14)
- Law on alcohol beverages („Sl. List CG”, br. 83/09)
- Law on wine in parliamentary procedure



EU regulation harmonisation

Law on PDO, PGI, TSG of
agricultural and food products
("Sl. List CG", br. 18/11)

Mostly
harmonised

Regulation (EU)
1151/2012

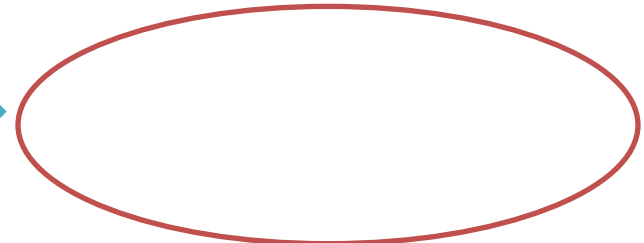
Law on alcohol beverages („Sl.
List CG”, br. 83/09)

GI
harmonised

Directive
(EZ) 110/2008
European
parliament

Law on wines in parliamentary
procedure

Envisaged
GI/DO





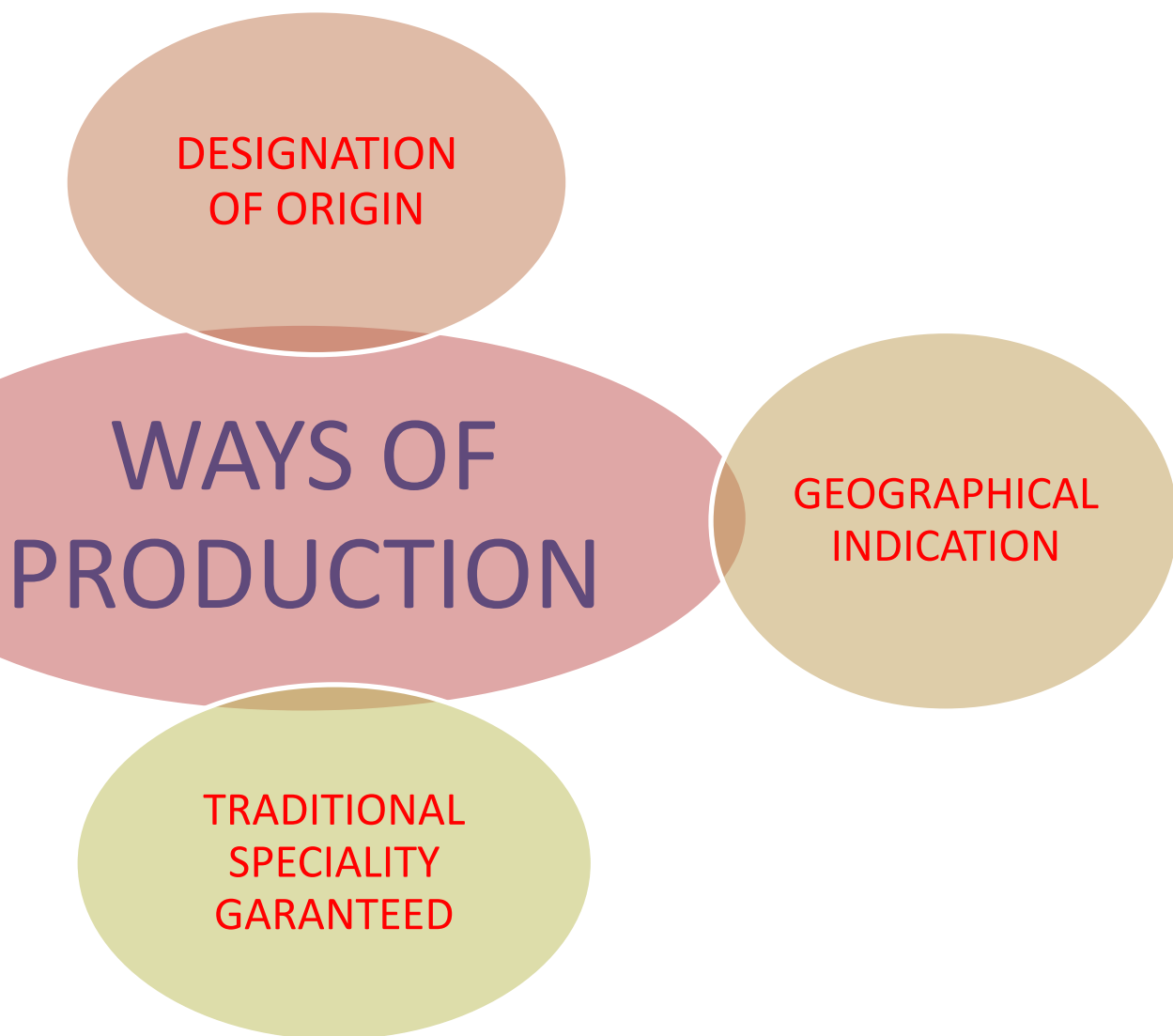
International registration of geographical indication of origins in line with international regulations that are obligatory for Montenegro

Trade Related Aspects of Intellectual Property Rights Agreement (TRIPS- 1994)

Lisabon Agreement on protection and registration of GIs (1958)-

Within WIPO-a (The International Bureau of the World Intellectual Property Organization), Montenegro has protected in 2003. godine two wines : Montenegrin Krstač i Montenegrin Vranac

Application for international protection of geographic origin is submitted to the Ministry of agriculture and rural development.



ORGANIC
PRODUCTS



QUALITY SCHEMES AND FOOD SAFETY

HACCP
ISO 22000
GLOBALGAP
BRC
IFS
FSSC 22000
GOST-R
HALAL
KOSHER

Legal
obligations

HACCP (Hazard
Analysis Critical
Control Points)

*Law on food safety ("Sl.
list CG", br. 14/2007)*



Importance of protection of agricultural and food products!!

Bease of strong protecton of foreing companies

Enables producers to increase market value of their products

Maitaining specificity and
diversity of Montenegrin
agriculture and production

Efficient production against any
misuse imitation and deception

For maintaining development of the region – allows that local people remain in
the area of production

Increase of product quality

Increased consumer confidence

Promocion of such products contributes to recognition of the region of their
origin.

Maintaining tradition in agricultural
practice

zbog recognizable inmaion that is
used for local product choice



Designation of
origin

- Name of region, particular place or in certain cases a state which is used for indication of a particular agricultural or food product which originates from that region or place or that state whose characteristics or quality are determined or conditioned by natural or human factors of particular terroir and whose production, transformation and preparation is performed on particular geographic area.

Geographical
indication

- Name of region, particular place or in certain cases a state which is used for indication of a particular agricultural or food product which originates from that region or place or that state whose characteristics or quality are determined or conditioned by natural or human factors of particular terroir and whose production, transformation OR preparation is performed on particular geographic area.



TRADITIONAL SPECIALITY GARANTEED

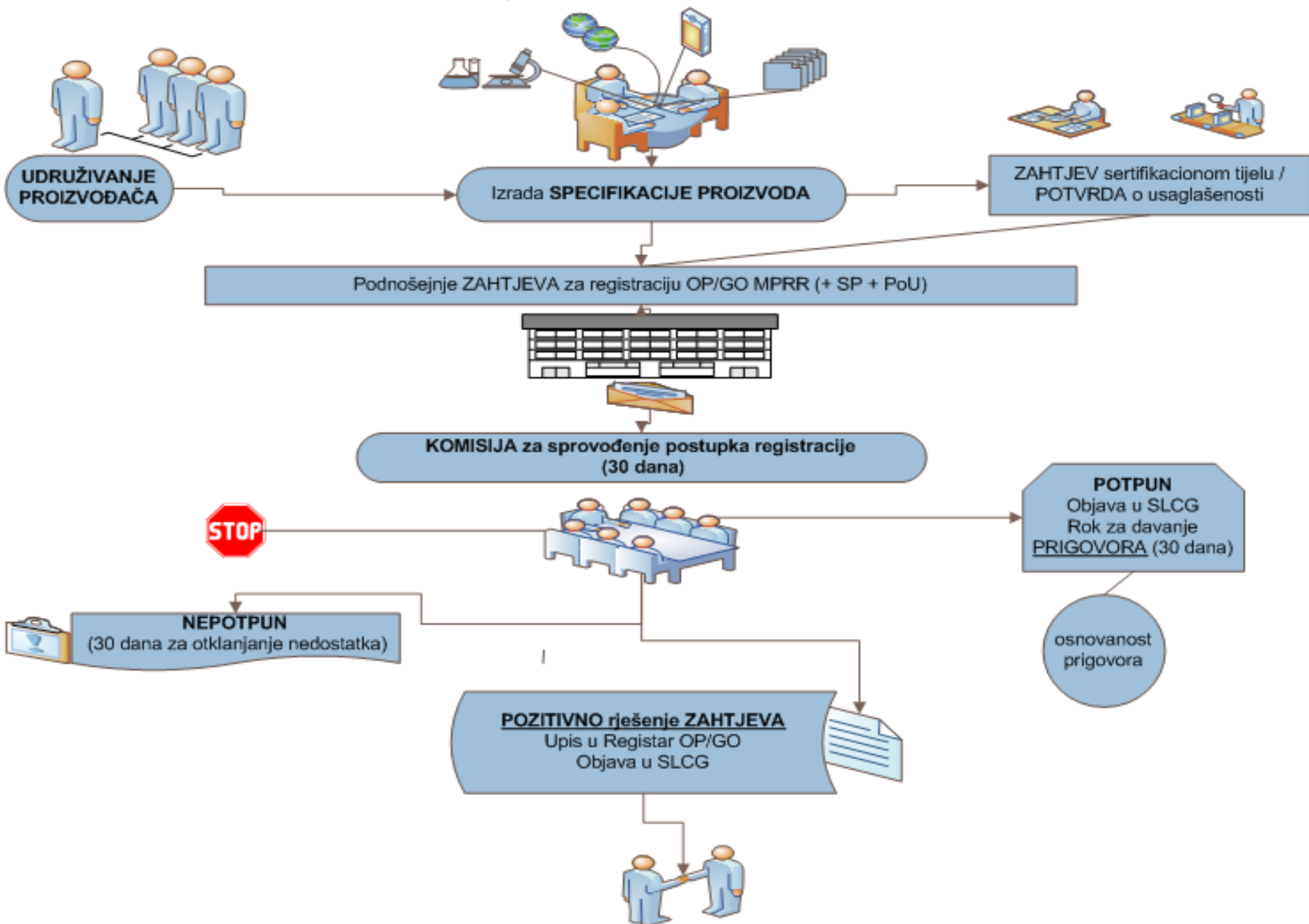
Agricultural or food product whose specific properties are defined in registration.

➤ Specific properties

➤ Tradicional

Production is not geographically limited

KORACI U POSTUPKU REGISTRACIJE



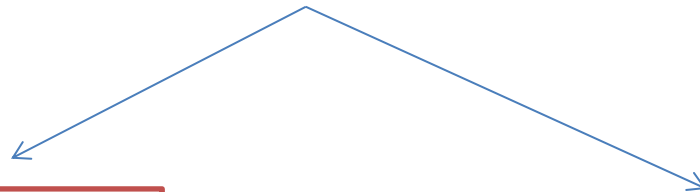


SPECIFICATION OF A PRODUCT

- Name
- Description
- Territorial delimitation
- Justification
- Description of production method
- Details on the link between quality and origin
- Name and address of the authorized legal representative
- Special rules for labeling of agricultural or food product



Based on the Specification the following are prepared:



CONTROL PLAN
(Control body),
approved by MPRR

UNIQUE DOCUMENT–
„production specification in a
nutshell” precise, specific
rules in 3-5 pages



- CERTIFICATION BODY (AUTHORISED BY THE MINISTRY) ISSUES A CERTIFICATE
- MPRR – IS ENTERING PRODUCER IN THE REGISTRY OF USERS OF THE GEOGRAPHICAL INDICATIONS



NATIONAL PROTECTION OF GI



PROTECTION AT THE EU LEVEL

PROTECTED
INDICATION OF
ORIGIN (PDO)



PROTECTED
GEOGRAPHIC
INDICATION
(PGI = ZGO)





CONCLUSION:

- Montenegro has products that could be recognized as unique at the global market, and production renewal of traditional products lost and forgotten, could be a potential for new Montenegrin brands
- Therefore it is necessary to continuously work on raising awareness of the producers as well as the consumers.



Thank you for attention!

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