1st International conference on practical and theoretical implications of LEADER/CLLD in South-East Europe
November 20/22, 2019, Opatija, Croatia

CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT OF PRIMORJE-GORSKI KOTAR COUNTY

Teodora Cimaš,
Associate for promotion and development of indigenous products

www.pgz.hr
Institution founded on July 17th 2000 by Primorje - Gorski Kotar County and 30 towns and municipalities.

Main goal is to support agricultural development:
- development of olive, vegetables, fruit growing
- development of cattle breeding and beekeeping
- development of wine growing and wine production
- development and promotion of autochthonous products
- revitalisation of agricultural land
- preparation and implementation of EU projects
- LAGs coordination on County level
BRAND „KAŠETICA”

(a regional brand meaning „Crate”)

CENTAR AUTOHTONIH PROIZVODA

KAŠETICA

primorsko goranska
VISUAL IDENTITY, INTERIOR DESIGN, DESIGN & PRODUCTION OF WOODEN CRATES, DESIGN & FLYER PRINTING
OPENING OF „KAŠETICA” ON ST. VALENTINE’S DAY

Honey kiss
SPECIALISED FARES, PROMOTIONS AND MANIFESTATIONS

In 2018. & 2019. CPRR & „Kašetica” were present on more than 50 specialised fares, manifestations and promotions
PROMOTION AND SALES activities

Ecobis – Bihać, Bosnia and Herzegovina
Advent fairytale in Delnice, Croatia
Food and Healthy Living Fairs – Zagreb, Croatia
Advent in Rijeka, Croatia
Jelenjski samanj, Croatia
Market in Omišalj, Croatia
Ri Gastro – Ri Detox, Croatia
Honey cake from Opatija, Croatia
Wine Vip, Wine Ri; Croatia
Kvarner Wine, Croatia
Sabatina, Croatia
VinoCom, Croatia
Wines from ancient times, Cro.
Autumn in Lika, Croatia
Bucket in the metropolis, Cro.
Sales and promotion of indigenous products in Korzo, Rijeka, Croatia
Market „Kašetica“, Croatia
WINE RI
Wines from ancient times
KVARNER WINE
SABATINA
VINO COM
VIN ISTRA
HONEY CAKE FROM OPATIJA
ZLATNO ULIŠTE
PROMOTIONS IN „KAŠETICA”

- Trojišćina
- Šipun Winery
- Sparkling wines of Kvarner
- Cook book from Grandma's casket
PROMOTIONS IN „KAŠETICA”

History film festival
French Journalists
Small Boat 2 ...
HONEY SENZOR ANALYSIS

SALVIA AUREA
ZLATNO ULIŠTE
SMIJEŠAK (SMILE)
SIGNING OF THE COOPERATION AND SPONSORSHIP AGREEMENTS
Olive Tree Cultural Routes – Olive growing in Primorsko-Goranska County

RiHub Rijeka 2020 – Civilian practices are good practices
EDUCATIONS & WORKSHOPS
EDUCATIONS & WORKSHOPS
Cooperation with LOCAL ACTION GROUPS

- Financed by the Department for tourism, entrepreneurship and rural development, Primorje-Gorski Kotar County
- Coordination via Center for agriculture and rural development
FARMERS MARKET „KAŠETICA“
COMMISSION SALES

www.pgz.hr
Thank you for your attention!

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