

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



Teodora Cimaš, www.pgz.hr

Associate for promotion and development of indigenous products

CENTER FOR AGRICULTURE AND RURAL DEVELOPMENT (CPRR)





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 autochtonous products
- revitalisation of agricultural land
- preparation and implementation of EU projects
- LAGs coordination on County level

BRAND "KAŠETICA"

(a regional brand meaning "Crate")



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
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





KVARNER WINE





































FARMERS MARKET in KORZO, Rijeka, Croatia



PRESS CONFERENCES



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



CONFERENCES

Orimorsko Županija PYSUPJOS

Olive Tree Cultural Routes - Olive growing in Primorsko-Goranska County

RiHub Rijeka 2020 - Civilian practices are good practices





"KAŠETICA" CATALOG



EDUCATIONS & WORKSHOPS



EDUCATIONS & WORKSHOPS



PRESS













www.pgz.hr

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"



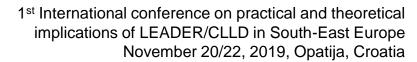
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COMMISSION SALES





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Thank you for your attention!

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

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