

Annual Meetings, 12-14 June 2008, Kozard, Hungary



Rural gastronomic offers in function preservations of rare breeds



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Introduction



- Importance of protection of autochthonous breeds - models
 - *in situ*
 - *ex situ*
- Objective
 - support competition - try again activate uncompetitive autochthonous breeds
 - autochthonous breeds – economically active –not endangered
 - autochthonous breeds – economically inactive – endangered (rare) or missing

Introduction



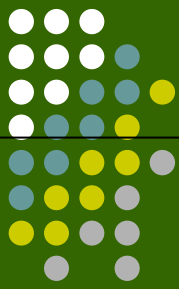
- How we can local (rare) breeds keep economically active???
- local breeds – economically active –not endangered
 - rural gastronomy uses benefits of these breeds
- local breeds – economically inactive – endangered (rare breeds)
 - rural gastronomy – (chance)
 - *ones of primary modes of economic activation*

Introduction



- rural gastronomy and original (rare) breeds
 - protects the tradition and the recognizability of rural area
 - enriches the gastronomic offer
 - connects segment in food chain
 - breeder –processing –gastronomer - consumer
 - stimulates the conservation and originality of rural area

Autochthonus breeds and their gastro potential



Cattle :

- *** Istrian cattle
- * Slavonian-syrmian Podolian cattle
- * Busha

Sheep:

- *** Cres Island sheep
- **** Dalmatain Pramenka
- * Dubrovacka Ruda sheep
- **** Istrian sheep
- *** Krk Island sheep
- **** Lika Pramenka
- ***** Pag Island sheep
- *** Rab Island sheep
- *** Cigaja

Goat:

- * Croatian White goat
- ** Croatian Spotted goat

Horse:

- ** Posavina horse
- Croatian Coldblood
- Murinsulaner horse
- Lipica horse

Donkey:

- Littoral Dinaric donkey
- Northern Adriatic donkey
- * Istrian donkey

Pig:

- *** Black Slvonian pig
- * Turopolje pig

Poultry:

- *** Zagorje turkey
- * Croatian hen

Example 1 - POLUTRY BREEDS

ZAGORJE TURKEY

- economic use ???
- what is potential this breed
 - 2 200 female turkey
 - 19 eggs / year / laying turkey
 - 11 turkey / year / laying turkey
 - 25 000 Zagorje turkey / year
- Zagorje turkey breeders - average 200 laying turkey
 - male turkey for sale $\approx 5 \text{ kg} \times 10 \text{ euro/kg} = 50 \text{ euro}$
 - female turkey for sale $\approx 3,5 \text{ kg} \times 10 \text{ euro/kg} = 35 \text{ euro}$
- gastronomic offer
 - sales of raw meat
 - rural gastronomy





Gastronomic offer

- sales of raw meat
- associations of Zagorje turkeys breeders



- contacts with consumers



- monitoring of production process



Poljoprivredna zadruga
"Puran zagorskih brega"

www.zagorskipuran.hr



- Some guidelines of production process
 - production on family farms in Krapina-Zagorje county
 - turkey for sale are in age 5 to 16 months
 - offshore system of keep
 - in 'warm phase' of breeding (0 – 8 weeks) maximally 12 young turkey / m²
 - minimum area in farm 0,5 m² / reproductive turkeys
 - minimally unenclosed or fenced the 'pasture outlet' for grazing during summer and autumns is 25 m² / turkey
 - feeding: pasture, maize, soya, completed mixtures for the laying hen
 - more information: www.zagorskipuran.hr

Rural tourist-gastronomy

- in area of north-westerly Croatia
- as part of rural agro-tourist contents
- actual situation:
 - small number of farm which produces the Zagorje turkey meat
 - necessary more works on promotion (marketing)
 - the necessary distribution will extend on whole Croatia (coastal part)
 - program of protection of geographical origin





Zagorje turkeys - rural gastronomy

- CHANCE

- continental tourism is in development
 - potential of traditional gastronomy
 - possible bigger income for all participants of food chain
 - ecologic food production
- mediterranean tourism

- PROBLEM

- high cost of product
- limited quantity of products
- slow development of continental tourism
- insufficient interest of the rural agro-tourist offers
- insufficient promotions of products

Example 2 – PIG BREEDS

BLACK SLAVONIAN PIG

- Economic use ???
- What is potential this breed
 - 670 sows
 - 7 piglets / brood / sows
 - 3 500 pigs / year
- Black Slavonian breeders - average 10 sows
 - 70 pigs / year



● Gastronomic offer

- sales of raw meat - minor
- rural gastronomy – traditional product (ham, kulen)



Population size	No. fattened Pigs / sows	kg of Slavonian kulen / fattened pig	Produce (annually)
≈ 670 sows	≈ 7 pigs	≈ 13 kg	≈ 55 tones



Black slavonian pig - rural gastronomy

- CHANCE

- the continental tourism is in development
 - the traditional gastronomy
- “Kulen” is part of the traditional gastronomy
- protection of product authenticity



- PROBLEM

- small quantity of product (13 kg of kulen/pig)
- high cost of product
- no standardise product

- **possibilities**

- increase the quantity of ‘Kulen’ through F1 cross-breeds (Blacks Slavonian pig x ?)
- connect all segments of food chain (producer –consumer)
- necessarily better use the whole trunk of pig



Example 3 - CATTLE BREEDS



ISTRIAN CATTLE

- economic use ???
- what is potential this breed
 - 430 cows
 - 400 calf, 50 cows and 10 bulls / years
- Istrian cattle breeders - average 5 cows
 - 20 breeders with more than 15 cows
- gastronomic offer
 - sales of raw meat
 - rural gastronomy



- sales of raw meat
 - now is not actual
 - in future will have the bigger importance
- rural gastronomy
- program of production of meat Istrian cattle
 - AZRRI
 - SUIG
 - breeders
 - culinary customs (restaurants)
 - foreign partners (Italy)



Istrian cattle - rural gastronomy



- CHANCE
 - the rural tourism in the Istria has been developed
 - gastronomic experts respect the meat of Istrian cattle as food
- PROBLEMS
 - balancing segments of food way : producer – consumer
 - high cost of product
- current situation:
 - 12 agro-tourist restaurants propose the meat of the Istrian cattle
 - tendency of expansions with strict control of processing and marketing
 - sign of product authenticity



Example 4 –SHEEP BREEDS

PAG ISLAND SHEEP

- Economic use ???
- What is potential this breed
 - 27 000 sheep
 - 620 tones Pag cheese / year
 - 30 000 lamb / year
- Pag sheep breeders - average 70 sheep



● Gastronomic offer

- sales of raw milk – minor (1.5 euro/kg)
 - breeders and cheese dairy processing milk in the Pag sheep cheese
- sales of raw lamb meat – good quality of food product
- rural gastronomy – traditional food product
 - Pag sheep cheese (35 euro/kg)
 - Pag lamb meat



Pag island sheep - rural gastronomy



- CHANCE

- recognisable image (Pag sheep cheese, Pag lamb's meat)
- considerable request for Pag sheep cheese
- product are integrated in gastronomic offer: rural and urban
 - in all restaurants can get the Pag cheese
 - in all markets was possible buy the Pag cheese

- DIFFICULTY

- limited quantity of products
- product not yet completely standardiz



CONCLUSION



- autochthonous breeds have the different level of economic activity
- endangered autochthonous breeds need the program in which competitive
 - aggregate adaptability
 - specificity of product quality
 - ecological principle of food production
 - food is related to tradition
- rural gastronomic tradition provides great possibilities for programs of commercialization
- rural gastronomy provides bigger profit for participants of food production chain
- traditional products are competitive if is integrate in rural content
- it is necessary:
 - standardize product
 - protect of product (Quality signs)
 - monitor qualitative characteristics, processing, ...
 - marketing promote of traditional food product
 - price they will appear the accessible aimed sphere of consumer



Thank you for your attention!