

Promotion of Leskovac minced meat, William pier brandy and dry pepper from Jablanica district

In the whole of Serbia the 'Leskovacki Rostilj' is a very famous brand that is associated with the meat and production coming from Jablanica District. However there is much misuse of this brand with in many cases meat being branded as being from Jablanica but not having been produced there .For this reason several meat processing companies decided to make an association and agree upon a common recipe with the agreement that all companies registered in this district will make minced meat according to that recipe and to try to defend this geographical brand .They protect this recipe(as intellectual property) and call this brand 'Leskovacko rostilj meso' . Associations of farmers are trying to apply a similar methodology to assist in the marketing of dry pepper while the factories producing Brandy produced are doing the same thing with their products. Project proposal consists of several activities which are focused on supporting these geographically branded products to promote themselves through a number of means such as attendance at fairs and events, production of promotional material and generally promoting local players to work together and act as one on this initiative.

Total Value: 25,929.74 Euros.

MIR2 Contribution:18,755.50 Euros.

Other Contribution: 7,174.00 Euros.

The project proposal can be considered as Regional one as it is targeted at all municipalities from Jablanica District.