



Promotion of Quality schemes and their products in Slovenia The Slovenian perspective

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Ljubljana, 9 th November 2021

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Quality schemes as a producer opportunity

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Quality schemes promotional opportunity






The Slovenian Agricultural Act provides legal basis for the European and national quality schemes implemented in Slovenia:

European quality schemes:

- Protected Designation of Origin (PDO) 
- Protected Geographical Indication (PGI) 
- Traditional Speciality Guaranteed (TSG) 
- Organic Production 

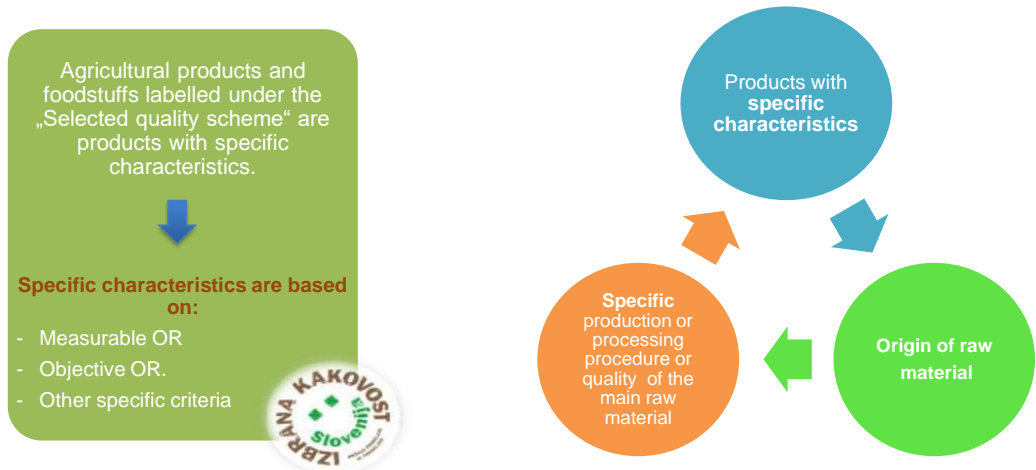
National quality schemes:

- Designation of Higher Quality 
- Goods from Our Farms 
- Integrated production 
- **Selected Quality** 

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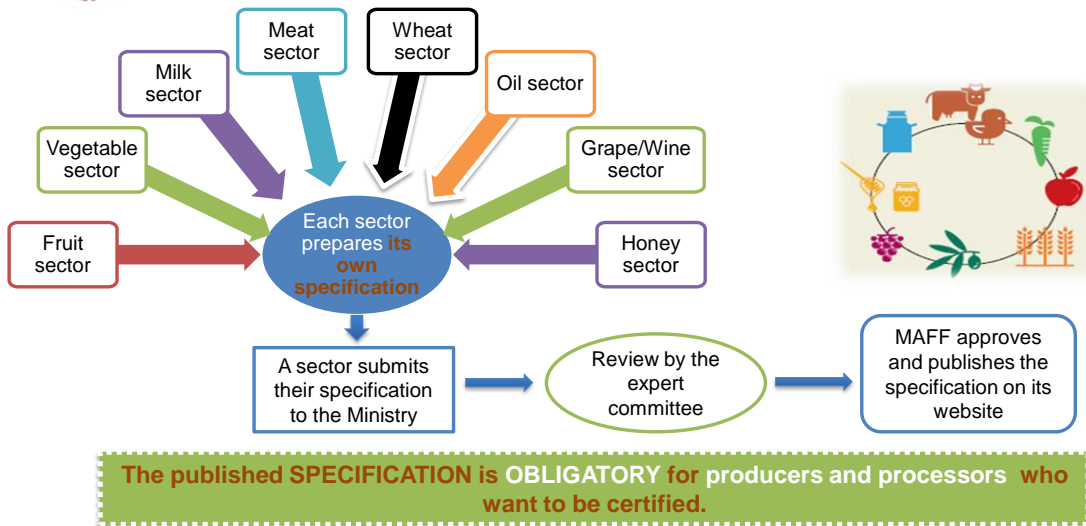
National quality scheme „Selected quality“



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Who can enter the scheme?



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A Sector specification – what is it?



The approved SPECIFICATION is an official document for each sector. It defines:

- The procedure of production or/and processing or/and quality of the agricultural products or foodstuffs AND
- The origin of the main raw material

Allows to enter into the scheme „Selected Quality“ for a specific sector

Producers and processors of each sector are the one who define all the production/processing/quality procedures and all the origin requirements – they are the one who set their own rules.



A consensus among producers and processors has to be established in their own sector.



The approved specification is published on MAFF website.

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Selected Quality

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National promotion activities in the food sector

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Two national promotional approach



Generic promotion of quality schemes

- Promoting quality schemes
- Promoting labels
- Informing about quality characteristics of each schemes
- Generic informations about the schemes
- Only national funds

Sectoral promotion of quality schemes products

- Promoting sectoral products in quality schemes
- Promoting quality schemes labels
- Informing about product quality and specific characteristics
- Product generic informations
- National end sectoral funds

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Sectoral promotion



Act on the Promotion of Agricultural and Food Products
= **JOINT PROJECT** of producers/processors and state

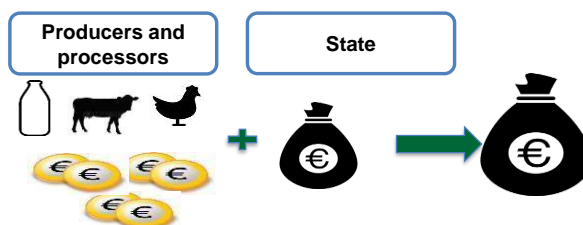


1) Longterm and systematic approach:

- 6-year Strategy
- 3-year Sectoral Program of promotion
- Set goals, target group, content for promotion etc.
- Measuring public opinion and monitoring the achievement of goals through the campaign and real-time adaptation of communication

2) Finance: sector + state

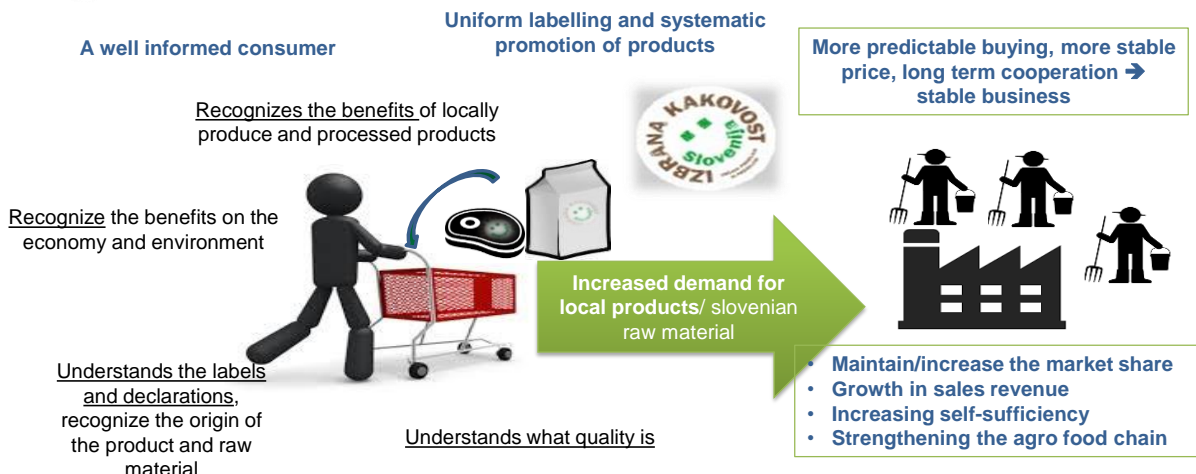
- Each sector decide on when, how much and the amount of contribution for promotion



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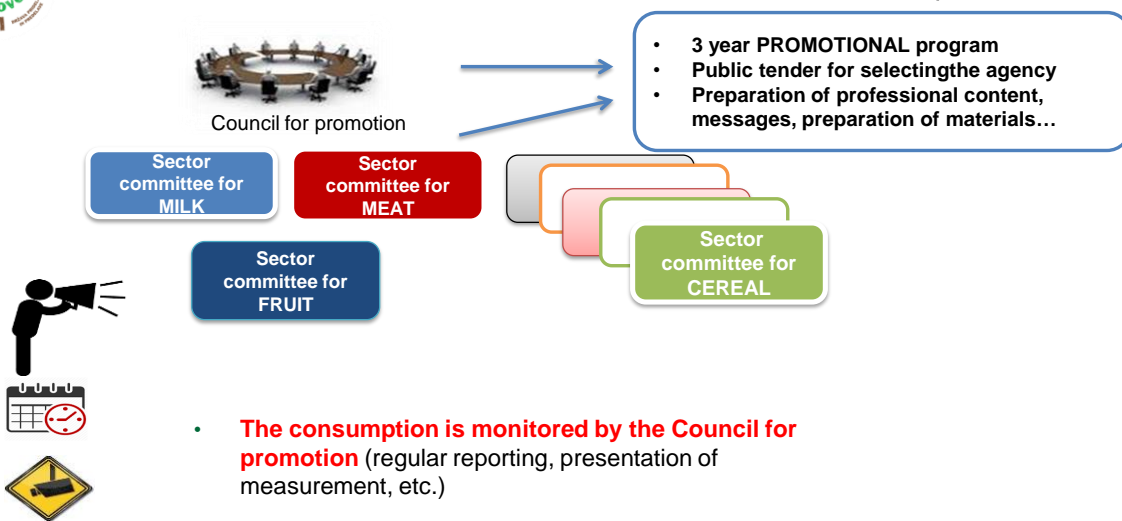
Promotion benefits for consumers and producers/processors



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Planning and implementation



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Sectoral quality promotion as an opportunity for the Wheat sector

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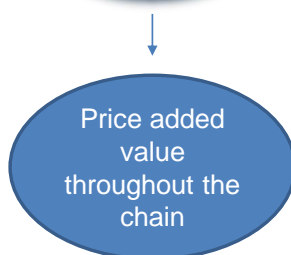
1. **Enter in the quality scheme** – bottom-up approach helps build stronger relation and responsibilities in the agri food chain



2. **Participating funds for the sectoral promotion** – helps to take active responsibility for the outcome

3. **Well informed consumer** – the goal is to achieve a well informed consumer that recognize the benefits of quality products and start searching for relevant informations in a product

4. **Balance between production and demand**



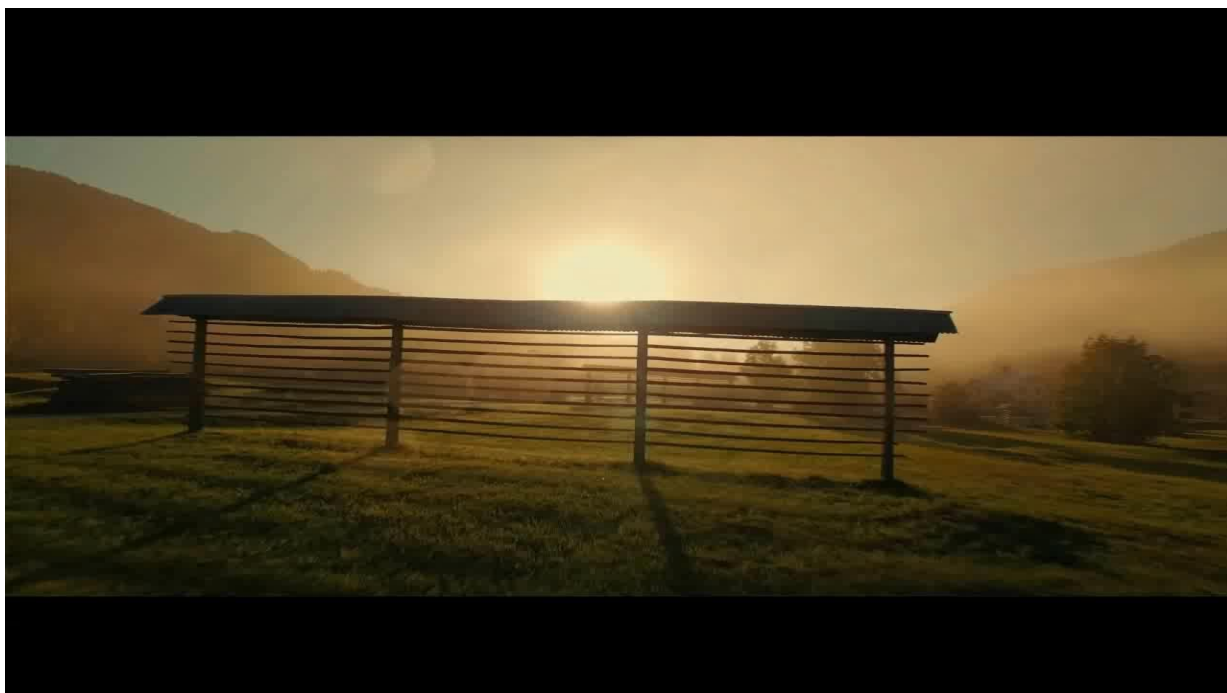
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Domači pridelovalci in predelovalci hrane na skupno mizo prinašamo najboljše, kar znamo pridelati. To so plodovi naše zemlje, delo naših rok, spoštovanje naše tradicije. To je naša super hrana. Naj bo čim pogostejša na naših mizah!
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Thank you!

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