



FROM FIELD TO TABLE - CHANNELING FARMERS' PROBLEMS THROUGH POSITION PAPERS AND OTHER WRITTEN FORMS

PROJECT COORDINATOR:
SLOW FOOD Bitola (North Macedonia)



AIMS

Overall objective was to **increase the sustainability of small-scale and traditional farmers in two regions of North Macedonia**, by addressing their needs and problems in front of the national decision-makers.

Specific objectives were to:

1. **Make full use of the flexibility option and enable direct sales of quality cheeses**
2. **Analyze origin-based quality products** as contributors for rural development and biodiversity protection
3. **Initiate public debate on sustainable rural development in North Macedonia** and promote the work of small-scale producers as a model for sustainable production.
4. **Raise producers' and consumers' awareness regarding the importance of biodiversity and landscape conservation**

ACTIVITIES

- 1.1 **Two roundtables** with small scale cheese producers from Mavrovo – Rostuse region
- 1.2 **Drafting the Book of Rules** for flexibility
- 1.3 **A roundtable** with Food and Veterinary Agency
- 1.4 **Conference** "Regulations in support of traditional production"
- 2.1 **Desk and field research on origin-based quality products and National quality schemes tools**
- 2.2. **Roundtable** with small-scale producers on origin-based products
- 2.3 **Meeting with** Ministry of Agriculture
- 2.4 **A study document** on the potential of the South-East region for origin-based products
- 3.1 **Organisation of public debates** during local events that gather small scale producers
- 3.2 Running **two public campaigns** through website, media, social networks and descriptive reports written by journalists.

PARTNER ORGANISATIONS



Photographs: SLOW FOOD Bitola

RESULTS

1. **Book of Rules created, proposing flexibility measures for traditional cheese production in North Macedonia.** It was developed based on research and with participation of cheese producers and experts.
2. **Working group for introducing flexibility measures for traditional producers** was established by the Food and Veterinary Agency as a result of the project's advocacy efforts with Slow Food Bitola as members.
3. **A group of 16 producers involved in project activities decided to self organize** as advocacy group to represent interests of small and traditional farmers at the national level.
4. **Awareness raised regarding the potential of products with geographical origin in the country's south-east region** as a model for rural development and conditions for socio-economic sustainability
5. **Consumer awareness raised through public campaigns** aimed to promote traditional cheese production and purchasing local products.

PROJECT "IN NUMBERS"

- 1 desk research on national regulations for quality and protection of products
- 1 study document for the potential of the South-East region for origin-based products
- 142 Interviews disseminated
- 1 database with 90 contacts of stakeholders
- 1 position paper on flexibility measures for traditional cheese production created
- 1 Book of Rules for flexibility options
- 4 face to face meetings with national authorities with 37 participants
- 1 roundtable with SSP with 19 participants
- 2 public debates with 66 participants
- 1 local event with 14 volunteers and more than 200 visitors
- 7 articles and 1 script published, 500 pictures taken by 2 professional photographers, 5 videos & 650 visibility materials produced
- 220 000 – people reached on social media with 2 campaigns
- 1 final conference organized with 46 participants

PROJECT SUPPORTED BY

