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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.
- producers' 4. Raise and consumers' awareness regarding the importance of biodiversity and landscape conservation

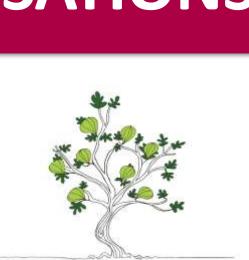
ACTIVITIES

- 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

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 socioeconomic sustainability
- 5. Consumer awareness raised through public campaigns aimed 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 taken professional pictures by photographers, 5 videos & 650 visibility materials produced
- 220 000 people reached on social media with 2 campaigns
- final conference organized participants

PROJECT SUPPORTED BY











