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AGENCIJA ZA SIGURNOST HRANE BOSNE I HERCEGOVINE
АГЕНЦИЈА ЗА БЕЗБЈЕДНОСТ ХРАНЕ БОСНЕ И ХЕРЦЕГОВИНЕ
FOOD SAFETY AGENCY OF BOSNIA AND HERZEGOVINA

CERTIFICATION TO SUCCESS!

Achieving Geographic Indications for Bosnia and Herzegovina Agricultural Products

Online Conference - Zoom platform, April 7, 2021 - 09:30

Join us in the online conference on “Achieving Geographic Indications for Bosnia and Herzegovina Agricultural Products”, which will be held on Wednesday, April 07, 2021, from 09:30 a.m. – 11:30 a.m. via Zoom.

About Certification to Success! Conference

The conference **Certification to Success!** is organized by USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam) in partnership with the Bosnia and Herzegovina Food Safety Agency in order to:

- Promote protection of geographical indications of distinctive rural areas and four certified organizations in Bosnia and Herzegovina
- Raise awareness of BiH entrepreneurs on the benefits of the certification process

Goals of the Conference:

- Explain how the agricultural products can achieve protected geographical indications
- Showcase ongoing national and donor-funded projects with available support mechanisms that can help you in obtaining quality labels
- Explain how certifications and quality labels can better connect products to domestic and international markets
- Open Dialogue: Discuss connecting certified products to new markets and improved sales channels

CERTIFICATIONS AND INDICATIONS TYPES

There are three quality schemes that farmers and producer organizations can register:

1. **PDO:** Protected designations of origin
2. **PGI:** Protected designations of geographical origin
3. **GTS:** Guaranteed traditional specialties

WHO SHOULD ATTEND?

Agricultural producers and organizations involved in food production and processing, representatives of local, entity and BiH level authorities involved in the development of agricultural production, distributors, traders involved in product sales, other food business operators (hotels, restaurants) as well as regional development agencies and other domestic and foreign organizations involved in the development of this area

Please register your participation by registering on the link <https://www.surveymonkey.com/r/regzageo> no later than by the end of the day on Tuesday, April 6, 2021. All registered participants will receive an email link to access the event.

Contacts for additional information: Velibor Trifković, vtrifkovic@turizambih.ba and Dragan Brenjo, brenjo@fsa.gov.ba

NOTE: There is no need to install any software to access the event. You can access it from your computer or mobile phone.



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ONLINE CONFERENCE

AGENDA - Achieving Geographic Indications

09:30 – 09:40 **Achieving Success Through Geographic Indications and Quality Certifications**

Opening Remarks

Ibrahim Osta - USAID Turizam, Chief of party
Džemil Hajrić - Director, BiH Food Safety Agency

09:40 – 09:55 **Formal Procedures for Obtaining Geographical Indications**

A discussion of the process of certification, products with most potential for success, and specific examples for seeking traditional versus modern certifications.

Dragan Brenjo - Head of the Food Certification and Labeling Department, BiH Food Safety Agency

09:55 – 10:20 **Address by the relevant Ministries and support measures**

Activities and available support measures of Governments and competent Ministries related to the preparation and process of introducing standards of geographical origin

Božana Vranješ - Senior Expert Associate for Food Safety and Quality, Ministry of Agriculture, Forestry and Water Management of the Republic of Srpska

Pejo Janjić - Head of the Department for Rural Development, Federal Ministry of Agriculture, Water Management and Forestry

Available Support from Donors

- Findings and Opportunities from the recent FAO study on GEO indication
 - Current projects and support and planned activities by EU4Agri
 - USAID Turizam planned support
-

Vlado Pijunović - UN FAO, National Program Coordinator

Ismar Čeremida - UNDP / EU4Agri, Project Manager

Velibor Trifković - USAID Turizam Product Specialist

10:20 – 10:35 **Experiences From Croatia: Case Studies With Focus On Valorization Of GEO Certified Products**

- A focus on the market and linkage with the tourism value chain
 - Benefits for GI holders: new distributors, better prices, improved promotion
-

Ana Marušić Lisac - Biotechnicon Entrepreneurship Center, an accredited organization related to the work of certification bodies for GEO products in Croatia



10:35 – 10:50

Examples and Experiences Related To The Protection of Geographical Origin In Serbia

Support measures available from the Serbian Government and recommendations to organizations in Bosnia and Herzegovina

Branislav Raketić - Head of the Department for Food Labeling, Quality Schemes and Organic Production, Ministry of Agriculture, Forestry and Water Management, Serbia

10:50 – 11:10

Successful Experiences From Certified Producers

A discussion with bearers of the protected marks:

- Lessons learned, process and key benefits
- PDO and PGI: differences in approach
- Examples from animal and plant sector
- Four diverse experiences of certified associations
 - Current situation, future plans
 - Factors for success and investments needed to achieving certifications
 - How certifications increase profitability
 - Target markets and potentials for growth
 - Other remarks

Jozo Baković - Association of Producers of Indigenous Livno Cheese “CINCAR”

Edin Babić - Association of Meat Processors “Visočka Pečenica”

Miloš Kravić - Association of Nevesinje Potato Producers;

Darinko Mihaljević - Association for the Protection of the Origin of Livno Cheese

11:10 – 11:30

Panel discussion with conference participants

All panelist

11:30

Closing remarks and announcement of upcoming activities

Date: 07.04.2021, starting at 09:30

An access link for online participation in the event will be sent to your email address after registration