

PREPARE GATHERING 2013

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& Herzegovina

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HOME MADE CHEESE PROJECT

HOME MADE CHEESE

A GOOD CHANCE
EMERGING FROM A
CRISIS OF SMALL
FARMING

Negative Driving POWERS

- The most powerfull factors driving people out of rural areas are:

1. Insufficient income and
2. Lack of different services

Therefore good projects are needed to help atract inhabitants to stay living in rural areas and attract them coming back.

Some basic information

- Collectivization of agriculture in former Yugoslavia has been done a different/softer way than in other Eastern European countries.
- 80% of land and 90% of animals were owned by private farmers over former Yugoslavia time.
- In North West Croatia more than that.

Specific situation of Zagorje Region

- Zagorje Region is still having the smallest households of 3 ha per household.
- A lot of very small parcels.
- The average number of cows is 2-4
- Limited possibility of expanding big farms.
- Inhabitants interested in making an additional income of agriculture
- Many small villages dispersed all over the Region

Defining the problem

- 10 years ago big milk industry started breaking cooperation with small farmers in remote villages.
- Farmers desperately needs a solution.
- The solution is of looking for a new direction of farming throuhg value-added:
 - Milk processing and direct selling.

Aims of the Project I

1. Help farmers continue milk production.
2. Introduce new economic activities at farms involved.
3. Make value-added over milk processing.
4. Help retain farmers to stay living at their farms.
5. Enhance education level of farmers.
6. Connect cheese makers together

Aims of the Project II

7. Introduction new types of cheese into the Region
8. Get consumers interested in home made cheese.
9. Enrich local offer of food.
10. Enrich local tourism offer.

WHO HAS SUPPORTED THE PROJECT?

Croatian Ministry of Agriculture, Zagorje County and some municipalities.

- Some 40 farmers have been involved in the Project.
- Farms' size: 2-40 cows, 20-70 goats or sheep.

SOME ACTIVITIES

- The first meeting with 25 farmers
- The First Home Made Cheese Fair
- Three working groups formed
 - One group of cow milk producers
 - Two groups of goat and sheep milk producers
- 48 of 3 hours workshops have been organized.

The first meeting with cheese makers



The first meeting with cheese makers



Opening ceremony of the First Cheese Fair



The brass band at the 6th Cheese Fair,.



Guests of the First Cheese Fair



The Fair's Slogan

BRING FULL BASKETS OF
CHEESE AND GO HOME
WITH FULL POCKETS OF
MONEY

CHEESE FAIRS ARE ALSO CHEESE MARKETS



SOME CHALLENGES

- Very different level of education and age of participants.
- A lot of farmers feel uneasiness for going to the local market selling products.
- Unsuccessful old ideas.
- I am not originally coming of Croatia that makes a hindrance, some time.

Introduction of new cheese types from other Croatian areas beside the “legendary” Fresh Cheese



Workshops

- Every workshop lasts a minimum of 3 hours
- Structure of the workshops
 - Half a time: Education of marketing
 - The other half: Education of cheese production technology

Why local, regional and national types of cheese?

- Traditional methods of cheese production are kept.
- Treating cheese making as a handicraft.
- Cheese has its own aroma, taste, etc. coming from certain area, grass and household.
- Cheese is offered as a part of local tourism (wine roads)
- Small farmers can not compete with big milk industry.

The First Workshop



Assistant Professor of Zagreb University: Samir Kalit



Co-organizers

- Ministry of Agriculture
- City of Zabok
- Municipality of Začretje
- Agricultural Extension
- Chamber of Commerce
- Chamber of Handicrafts
- Others

High level support

- Distinguished guests

Member of the Parliament and the Mayor Ivan Hanžek



The Macedonian Ambassador to Croatia Dančo Markovski



Mr. Mršić the First Croatian Foreign Affairs Minister



The Deputy Prefect Davor Gredičak



Dear guests of Bosnia and Herzegovina



Dear guest of Slovenia



Visitors evaluate cheese



MPs, Mrs. Danica Hursa and Mr. Ivan Hanžek congratulate representative of Bosnia and Herzegovina for the best cheese chosen at 2010 Fair.



Cohesion

- Field visits to each cheese makers was done very frequently.
- Every workshop is followed with a joint launch
- Gathering of all cheese makers organized.
- An active multidiscipline cooperation among cheese makers established.

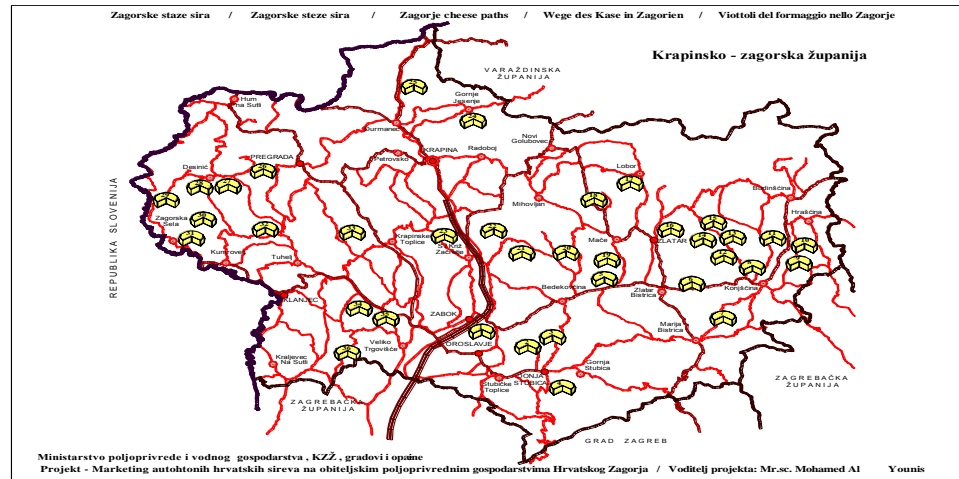
Promotional activities

- 6 Cheese Fairs have been organized.
- 6 promotion activities of cheese testing and selling have been organized in different places.
- Bringing cheese to the local markets.
- A calendar was printed and distributed in 500 copies
- Selling cheese at Zagreb markets.
- Selling cheese on the Seaside.

Other results

- Introduction of new cheese types achieved.
- Tourism offer has been enriched.
- Self employment of some farmers have been achieved.
- If not self employed farmers have got a solid additional income of cheese.
- Booklet of marketing was written and distributed
- Booklet of cheese technology was written and distributed
- Labrotary analysisi of milk and cheese done.

The First Croatian Cheese Road Map



MEDIA SUPPORT

- HTV, the National TV
- TV nova
- National Croatian Radio
- Radio Kaj Radio of North West Croatia
- All local radio stations: Zabok, Krapina; Oroslavje, Zlatar and Marija Bistrica.
- National news papers: Večernji list and Jutarnji list
- Zagorski list, the regional Weekly.
- Others

The most important messages

- The Project has become the first , the biggest and the best organized such a project in Croatia. 40 farms are involved.
- This project has shown a good practice to small milk producers all over Croatia.
- Cheese making has become a very popular story in Croatia.
- Having my recommendation all farmers applied have got financial support of the Croatian Minsitry of Agriculture for cheese making equipment.
- People start thinking: If the “foreign man” Younis can do it, we can do it also. It is a very good competition.

Steps with other countries

- Expanding activities with Bosnia and Herzegovina, as well with Slovenia.
- Preparations for such a project have been done in Jordan.
- Initial contacts with Macedonian farmers have been established.
- Contacts with cheese producers of Serbia / Vojvodina.