MONTENEGRO:
SUSTAINABLE AGRIFOOD VALUE CHAINS
THROUGH LINKAGES WITH TOURISM

National workshop on linking small-scale
food producers to hotels and restaurants

28. November 2018
Hotel Aurel
Background
Gastronomy and traditional food products play a major role in promoting a country’s national identity and culture and have become aspects of increasing importance in the quality of the tourist experience. With the increased demand for an authentic food experience, hotel and restaurants can promote local cuisine that celebrates their food culture. This can also provide opportunities for small-scale producers to add value on their traditional and origin-linked products through direct local sourcing.

Despite the important cross-sectoral benefits for tourism and agriculture/food sectors, the inter-sector linkages are limited by a number mismatching supply and demand factors, and lack of intermediary support that would enable buyers and sellers to come together.

The different factors of mismatch have been identified through a gap review (soon available) and all stakeholders and studies converge in recognizing compliance to food safety, registration of facilities and labeling regulations as the most important ones that prevents most small-scale producers from linking to the formal market. In order to sell to hotel and restaurants, producers must be registered and fully comply with the food safety legislation, which has been harmonized with the European Union as part of the accession process. This also requires important changes and investment to be made at the production/processing unit.

Objectives
In view of building a roadmap to link agriculture to tourism, the main objective of this workshop is to address the regulation issues faced by smallholders for accessing the tourism markets: food safety and flexibility, activity and ease of registration, and labeling rules. The specific objectives are to:

- Provide a clear picture of the issues and possible solutions, highlighting what remains to be done
- Raise awareness of small-scale producers on the steps for the registration, as well as the tools and support available at local and national level
- Identify the activities to increase inter-sectors linkages and their benefits for tourism and rural development to include in the roadmap

Participants
The workshop specifically targets agricultural and food producers willing to access markets, especially those related to tourism (Boutique, hotel and restaurants, direct selling to tourists). Other participants who can contribute to the discussion and to the elaborations of roadmap recommendations may include:

- Representatives of ministries in charge of agriculture and food, tourism and economy
- Producers associations and value chain clusters
- Representatives of buyers interested in local sourcing of traditional products
- NGOs, rural development practitioners

9.30 Welcome coffee
10.00 Opening
Ćazim Hodžić, General Director of the Directorate for Development of Tourist Destination and Tourism Infrastructure, MTSD
Enis Gjokaj, Head of Directorate for monitoring and evaluation of rural development, MARD
Jaap Sprey, Head of the EBRD Resident Office in Montenegro, EBRD
Introduction to the Workshop, Emilie Vandecandelaere, FAO

10.30 Panel: Linking agriculture to tourism: opportunities for smallholders
- Experience from Hotel Bianca, Mr Nemanja Kuljić; Hotel Dvor, Mr Nedjeljko Jeremic
- Experience from iDEA, Ms Jelena Doderovic
- Experience from Seljak.me Mr Marko Maras

11.00 How can small scale and traditional producers comply with Food safety rules and engage in food business?
Representatives of MARD, Directorate for Food Safety:
- Food safety and flexibility requirements and legal aspects
- Current status of the on farm registration
- Labeling rules

11.30 Coffee Break
12.00 Constraints and needs vs lessons learned and solutions
3 round tables to inform on the topic, discuss issues and draft recommendations for the roadmap:
WG1: food safety compliance, and flexibility
WG2: registration (activity, facility)
WG3: labeling rules

13.30 Presentation of results (3x10’
Discussion 15’

14.15 Wrap up and way forward (findings/recommendations for the roadmap)
Jelena Krivcevic RDA BKP, Milena Kotlica, MARD
Anka Kujovic, MTSD, Nemanja Grgic, EBRD (TBC)
Emilie Vandecandelaere FAO

14.30 Closing
Lunch Buffet