Seminar on Food Quality Schemes: Effectiveness and Optimization

FAO-EBRD quality labels support

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Content

1. Seminar objectives and agenda
2. Quality labels and FAO/EBRD approach
2. Project timeline and milestones
This seminar objectives are to:

• Share the best practices on quality labels and get familiar with their evolution in Europe, especially the experience of successful implementation of Label Rouge in France
• provide technical advice on the management and control of quality labels
• Discuss the best marketing and communication strategies to promote quality labels and explore potential of expanding SQL to other products.
Opening

- Lisa Paglietti, FAO
- Branislav Raketic, Ministry Agriculture
- Nathalie Vucher, INAO expert
- Tamara Penjic, Head of Serbian Quality Association
- Tamara Vlastelica, FAO expert in Communication
- Q&A session
- lunch
National framework/sector

Learning process and concrete Outputs

Pilots
Serbian Quality label – Timeline infographic

- A study on developing a relevant quality label and consumer survey on perceptions of quality labels
- Capacity built through three technical workshops on meat quality labels for public and private representatives
- Policy dialogue meat industry, ministry and project team
- Concept of a “Serbian Quality” voluntary label for meat products developed
- Registration of the Serbian Meat Quality Label Association
- Required decree for the quality label drafted with the Ministry and the meat industry, and adopted
- Specifications of pilot products – dried-smoked bacon, paté, sausages and dried meat – defined during public-private sector discussions, and logo and name selected
- Agreement signed MoA, FAO and EBRD to support to origin-based and quality labels development
- Launch of the country’s first public quality label; and guidelines on registration of the quality label developed
- Eight Serbian meat products
Akers involved

- Sserbian Ministry of Agriculture
- FAO
- EBRD
- Meat industry
- Producers, processors
- Communication exerts
- Local implementers
Thank you very much for your attention