

SWG
RRD

Agriculture products and tourism value chain



Agriculture product are ranked after the Analyze regional strategies , general brochures , personal experiences from each region

Main criteria used for ranking :total investments in the region per individual product , employability ,revenues from the production ,possibility of each product for the farmer diversification , possibility to include more women and youth per each product



Sharra

- Cheese (other dairy products)
- Meat products
- Products from the wood (herbs fruit)
- Fruit (raspberries)
- honey ,fruit and vegetable products

SWG
KRD



RECOMMENDATIONS

- Main potential: wonderful pristine nature and almost lost local traditional way of life and products
- Main gaps: depopulation, gaps in mountain infrastructure, lack of connection of local communities with mountain trails, weak supporting structures and services
- Main stakeholders: farmers, local communities, rural households service providers
- Type of support
 - Upgrade local accommodation and catering
 - Building local community catering services
 - Introduction of food safety in gastronomy, trainings and equipment
 - Integrated promotion of tourism, attractions, activities and food with appropriate local structure built by local partnerships established along mountain tracks

Mountaineering tourism

(...natural selection...)



Main motive: valorizing mountain natural and cultural heritage with minimum impact on nature and high impact on mountain people...



Strength: recognized destination on the market

Weakness: social capital, logistics along the tracks

Opportunity: integration of agrifood and accommodation offer with the offer of routes; engaging young people to provide services of diverse kind and make mountaineering more safe with additional offer of other diverse activities

Major threat: outmigration - intensified degradation of human capital

Good practices to look at: Austria, Slovenia, Katun project in Komovi area, Montenegro and “*Via Dinarica*” mountain roads (Slovenian and Croatian part))

RECOMMENDATIONS

- Main potential traditional knowledge and farming systems
- Issues: Main gaps: lack of labour, missing processing, even slaughtering within the region, limited access to markets
- Main stakeholders
 - farmers, local communities
- Type of support
 - mobile or small communal slaughterhouses, investment
 - food safety in gastronomy, trainings
 - Integrated promotion with tourism



Sharra lamb

(...or a lamb from Sharra)



Main motive: safeguarding precious resources – people, transhumance traditions, semi-natural grasslands biodiversity and agrobiodiversity, making tourism more attractive, branding of the region...

Strength: high quality, recognized on the market

Weakness: social capital, the rule of law, slaughterhouses

Opportunity: market within the tourism; interest of mountaineers for Sharra Mt. and its gastronomy is steadily rising;

Major threat: outmigration - intensified degradation of human capital, lack of cross-border cooperation due to territorial gaps within the region (need for including more municipalities)

Good practices to look at: “Katurm Roads” in Montenegro, Rhon sheep in Rhon MAB Reserve in Germany, Agrotourism in Istria (Boshkarin cattle) etc.