

Carpathian Taste Public Union

Tunisian Contest for
Traditional Food Products
Tunis, 18-20 June 2019



Funded by



Schweizerische Eidgenossenschaft
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Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

Taste of the Ukrainian Carpathians

Authenticity. Taste. Quality



Background

In Ukraine, as a former post-Soviet country, development of traditional quality food products was not part of the governmental agenda. Today Ukraine is experiencing a complicated economic situation aggravated by the war in the east of the country. All this hinders large market potential for traditional expensive quality products. Yet, the organic market is developing in view of favourable conditions for organic agriculture, geographical location and proximity to international buyers.

Domestic market and organic exports

The domestic market for organic products began to emerge in late 2000s and the first Ukrainian organic labelled products appeared in 2008. Typical sales channels for the products are supermarkets and specialty shops in big cities. The assortment of products available is not yet full. Retailers offer dairy and meat products, grocery and bakery products, flour, vegetable oil, beverages, canned products, some vegetables and fruit. Low consumer awareness of the organic products is the main challenge for the domestic market.

In the last few years, Ukraine has become an important supplier of organic products for the Western markets. The main organic export products from Ukraine are cereals, oil crops, pulses, wild collected.

Certification bodies

Seventeen internationally accredited certification bodies are included in the official list of approved organic certification bodies for Ukraine according to EU Regulation 1235/2008 as of 14.12.2017 (Organic Standard, Bio.inspecta AG, Ecocert SA, CERES Certification of Environmental Standards GmbH, Control Union Certifications, Kiwa BCS Öko-Garantie GmbH, Ecoglobe and others). The only Ukrainian certification body is Organic Standard; all others are foreign bodies or their local branches.

State policy

The development of organic market in Ukraine is one of the priority areas in the reforming strategy plan for the agricultural sector “3+5”, which is based on the Strategy for Agriculture and Rural Development 2015-2020 initiated and elaborated by the Ministry of Agrarian Policy and Food of Ukraine in cooperation with local organic stakeholders and international partners. The Ukrainian Law on organic production and trade of organic products and raw materials has not been implemented. And new draft law has been elaborated and is now being fine-tuned.

The Association Agreement between the EU and Ukraine has set ambitious tasks – in the field of agriculture it is necessary to adapt and put into practice 44 EU legal acts, in particular, in terms of the quality policy. The Ministry of Agrarian Policy and Food and the Ministry of Economic Development and Trade collaborate to establish the national legislation of Ukraine in the field of protection of geographical indications. In accordance with the current legislation, there is no established control over the compliance of the legislation in the field of GIs. The Ministry of Agrarian Policy and Food is developing a special sectoral law "On GIs for agricultural products and foodstuffs".

Carpathian Taste Public Union

History

2009

A small group of producers from the Ukrainian Carpathians consider organic to be “too expensive”.

Wish to develop a new standard for traditional, authentic quality products from their region.

2011

Swiss State Secretariat of Economic Affairs SECO decision to support the initiative.



What is Carpathian Taste Public Union?

Ukrainian Carpathians are among the few regions in Ukraine that have preserved their strong traditions of food making. Carpathian Taste PU was set up as a way to support, develop and promote traditional foods and recipes.

Territory

The Carpathian Taste Public Union unites producers from ecologically sound territories in the four regions of the Ukrainian Carpathians – Lviv, Ivano-Frankivsk, Transcarpathian and Chernivtsi.

Products

More than 300 items of local food products made of raw material originating in the Ukrainian Carpathians, which comply with high quality and food safety standards.

People

The Public Union unites 29 producers from the Ukrainian Carpathians as well as supporters of traditional technologies of natural food production.

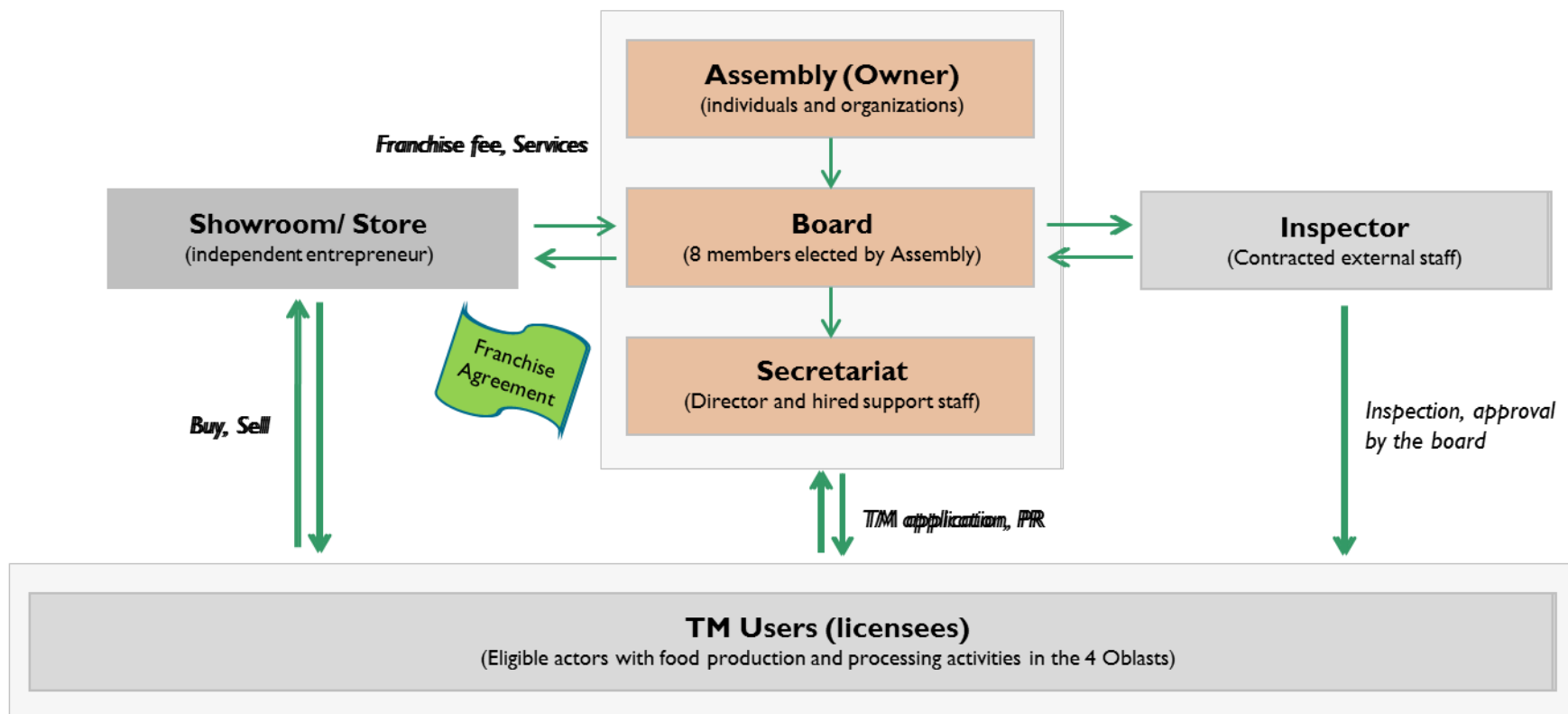


Objectives of the Carpathian Taste PU

- Development and support of initiatives; protection of PU member interests, training for the supporters;
- Promotion of local traditional foods and recipes that comply with the criteria and requirements of the Taste of Ukrainian Carpathians TM;
- Raising awareness of the benefits of natural food;
- Refusal of antibiotics and growth stimulants in animal farming; fungicides and herbicides in crop farming; colorants and taste stabilizers in food production;
- Promotion of sales for producers; cooperation with retailers and restaurants.



Organization of the Public Union





10 квітня 2014

Реєстрація торговельної марки (колективного знаку для товарів і послуг)
Смак Українських Карпат® Інститутом інтелектуальної власності України

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What is the Taste of Ukrainian Carpathians TM?

Authenticity

Genuine and authentic food production technologies that reflect Carpathian origin and value local traditions.

Quality

The Taste of Ukrainian Carpathians TM is a token of product quality. Upon inspection and compliance check and following a relevant decision of the Board, a producer receives a license and the right to use the Taste of Ukrainian Carpathians TM labelling.

Taste

Carpathian Taste PU unites producers who make unique, ecological and quality products originating in the Carpathian region and supply them to consumers.



Categories of the Taste of Ukrainian Carpathians™ products:

- Cultivated fruit and vegetables; medicinal herbs (raw and processed)
- Wild plants (mushrooms, herbs etc.) and their products (raw and processed)
- Honey and pollen
- Meats and meat products
- Milk and dairy products
- Fish, snails (other products)



Meet our producers

Pavlo Tüzes

Pavlo Tüzes from Transcarpathians makes products under Pan Eko TM, which complies with the European organic standards. The farm makes lekvar (Hungarian jam), juices and syrups. The products are sold in Ukraine and the EU countries. Pavlo Tüzes makes meat products from mangalitsa pork meat and Hungarian grey cow meat under Ugocsa Taste TM. The producer owns a degustation hall which houses a lekvar museum with different types of jams from 50 countries of the world. The farm welcomes tourists from all regions of Ukraine and abroad.



Two Katerynas Goat Farm

Kateryna Lisova, Kateryna Ilkiv

A complicated story of two women – one from Western Ukraine and the other from Eastern Ukraine. Kateryna Lisova left everything behind because of the war. She only brought one baby goat and some money with her. Kateryna Ilkiv, a single mother, found herself without a place to live. These two women met each other and decided to set up a farm. They turned an old desolate place into a new farm. Today, they are breeding goats and making goat milk cheeses and bryndza. Tourist excursions to the farm are available.



Zelenyi Hai Eco-farm

Oreste Del Sol

Oreste Del Sol was born in Paris into a family of Italian emigres. He graduated from Paris school of gastronomy. Mr. Del Sol has worked in the best restaurants of the world and was maître d'hôtel of the Prime Minister of France. He fell in love with a woman from Ukraine and moved there. The family are reviving traditional animal farming in the Ukrainian Carpathians and are breeding typical Carpathian goat, cow and pig species. The farm makes goat milk cheeses, sausage, bacon and other meat products.



Carpathian Taste Public Union Products



Carpathian Taste Public Union Products



Exhibitions, presentations, fairs



Linkage with Tour operators (gastronomic Tours)

Гастрономічна мандрівка
«Смаками Карпат» -
безмежжя позитивних вражень!



Знайомство з автентичною кухнею
без «борщів та вареників»



Щоденні продукти:
сири, ковбаси, солодощі, напої.

Створені як для себе,
смакують по-справжньому!

У карпатських смаках закладені еталони.
Вони розкриють у Вас **ДЕГУСТАТОРА!**



Нас підтримує Дослідний інститут
органічного сільського господарства
Швейцарії.



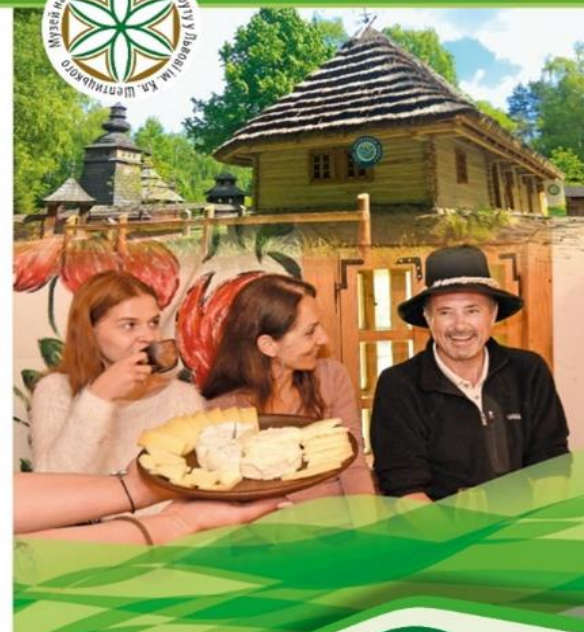
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та екскурсія у скансен
«ШЕВЧЕНКІВСЬКИЙ ГАЙ»

02 July 2019

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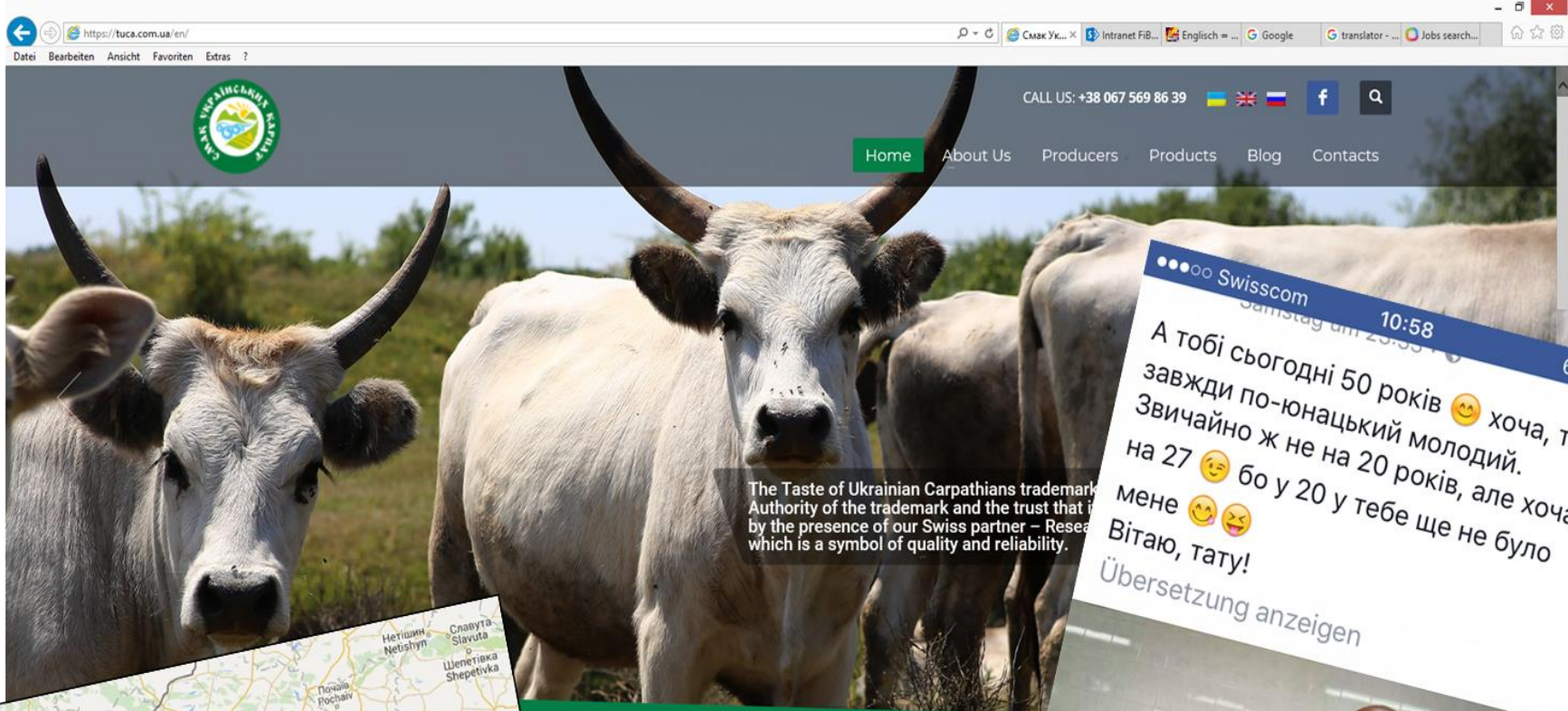
Gastronomic Tour

The Taste of Ukrainian Carpathians TM

At Klymentiy Sheptytskyi Museum of Folk Architecture and Rural Life (Shevchenkiivskiy Hai), in a village hut brought from the village of Zarichevo, connoisseurs of tasty and useful products can enjoy an interesting gastronomic experience – the Taste of Ukrainian Carpathians tasting from the producers coming from the Carpathian region. Here you can try natural local products from the four regions of the Carpathians (Lviv, Transcarpathia, Sub-Carpathia and Bukovyna) and learn a lot about the traditional Carpathian culture. The gastronomic tour is well-liked not only by Lvivites but also by tourists from different parts of Ukraine. The tour has been attended by guests from Canada, China, Italy, Poland, Belarus, the USA, Azerbaijan and others. Adjacent to the tasting room is a store with local Carpathian products from the Carpathian Taste PU members.



Presence on-line www.tuca.com.ua



THE TASTE OF UKRAINIAN CARPATHIANS TM MEAN?

...es that products marked with our logo originate in the Carpathian region, with the criteria. The Taste of Ukrainian Carpathians TM is owned by ...ucers from the Ukrainian Carpathians region.



Thank you for the attention!

