



HELLENIC REPUBLIC  
REGION OF CRETE



**Brussels February 20<sup>th</sup> 2014**  
**General Assembly of AREPO**

***"Crete, Land of Value"***



Theano Vrentzou-Skordalaki

**Appointed Vice-Governor  
Social Policy, AgroEconomy,  
Veterinary and Fishery**

# Crete the land of Minoan Civilization

- Minoan civilization: ca. 3200–1000 B.C.  
(Crete, Knossos, King Minos)



# Modern Crete

- ❑ Crete is the largest Aegean island spanning a vast surface area of 8,700 sq km.
- ❑ 623.000 inhabitants
- ❑ 1<sup>st</sup> Region of Greece, in natural population increase (4,54%)  
[http://www.patris.gr/articles/168530?PHPSESSID=#.Uv-pymJ\\_sWA](http://www.patris.gr/articles/168530?PHPSESSID=#.Uv-pymJ_sWA)
- ❑ Attractive destination residence



# Strategic Planning of Crete Region

---

1. Promotion of a healthy dietary pattern
2. Sustainable production.
3. Respect of local environment
4. Non use of Genetically Modified Organisms ( GMOs ) .
5. Reduction of transportation cost
6. Ensure transparency and traceability from farm to table
7. Promotes production systems and food handling that reduce the "distance" between producers and consumers.
8. Encourage production and consumption of local, seasonal and high quality products
9. Education



# We have invested in the Primary Sector and the Rural Economy!

---



# We promote the uniqueness of quality Cretan products, certification and ongoing controls.

---





# Direct Tourism Interface and Primary Sector

---





# Agri-food Partnership of Crete

- We created a specialized and flexible body for the development and upgrading of agri-food sector of Crete
- “Cretan diet as a nutritional pattern model”



# Basket of Cretan products

---

- Basket of Cretan products as a result of the wisdom of Cretan people, highlighting the long history of the Cretan Diet.



# Brand Name “Crete”

---

- Utilizing the geographical designation "Crete" to all products which are certified as to their origin, giving a clear “message” to consumers



# Cretan Exports

- According to the Hellenic Statistical Authority and the Exporters' Association of Crete, the Cretan exports show an upward trend for the first half of 2013 (55.35% and 298,395.110 million EUR) and compared with the corresponding period in 2012 (192,076 .766 EUR), which is a key factor for the recovery of the local economy.





# Cretan Exports

---

- ❑ The biggest increase is referring to Food and Drink sector , which has overcome 100% (105,25%).
- ❑ This sector is for the first half of 2013, 55% of the total exports of Crete Island.



# Cretan Grocery Store (Bakaliko)

- An innovative idea, giving the chance to consumer all over Greece to taste and buy certified Cretan Products.
- Today there are four (4) Cretan Groceries and soon that number will reach sixteen (16).



# Cretan Grocery Store (Bakaliko)

- The 1<sup>st</sup> CGS in Kiev (Ukraine)



# Participation of Greece in Quality Systems of agricultural products and foodstuffs

- ❑ Greece is 5th country in the European
- ❑ Catalog DOOR, with 106 agricultural products
- ❑ e-bacchus catalog with 30 wines.
- ❑ e-spirits catalog, with 19 spirits.





# Participation of **Crete Region** in Systems of quality agricultural products and foodstuffs

- ❑ Region of Crete (6,3%) is 1st Greece
- ❑ Catalog DOOR, with 19 agricultural products (18,86%)
- ❑ e-bacchus catalog with 19 wines (63,33%)
- ❑ e-spirits catalog, with 1 spirit (5,25%)



# Cretan PDO, PGI

- ❑ PDO extra virgin olive oil, ten (10)
- ❑ PGI extra virgin olive oil, one (1)
- ❑ PDO Cheeses, four (4)
- ❑ PDO fruit one (1)
- ❑ PDO Olive (1) olive
- ❑ PGI bakery product, one (1)



# Eleven (11) Extra Virgin Olive Oil PDO

---

1. Messara ®
2. Sitia Lassithi Crete ®
3. Extra Virgin Olive Oil Selino Crete ®
4. Extra virgin olive oil Thrapsano ®
5. Apokoronas Chania Crete ®
6. Kolimvari Chania Crete ®
7. Peza Heraklion Crete ®
8. North Mylopotamos Rethymno Crete ®
9. Vianos Heraklion Crete ®
10. Archanes Heraklion Crete ®
11. Sitia Lassithi Crete (S)



# Extra Virgin Olive Oil PGI (Chania Crete)

---





# Table Olives

---

- ❑ Throumpa Ampadias Rethymnis Kritis



# PDO Cheeses



## Xinomyzithra Kritis



## Graviera Kritis



## Xigalo Sitias



## Pychtogalo Chanion

# Portokalia (Oranges) Maleme Chanion Kritis

---





# In addition we have already submitted

- ❑ PDO Raisin Crete PGI
- ❑ PGI Olive Oil Sitia Lassithi Crete





# Wines

---

## PDO

- ❑ Malvasia Sitias
- ❑ Malvasia Χάνδακας Candia
- ❑ Dafnes
- ❑ Sitia
- ❑ Candia



## PGI

- ❑ Heraklion
- ❑ Crete
- ❑ Lasithi
- ❑ Rethymno
- ❑ Chania
- ❑ Archanes
- ❑ Peza



# “Tsikoudia Kritis”



**ΤΣΙΚΟΥΔΙΑ ΚΡΗΤΗΣ**  
**CRETAN TSIKOUΔIA**

απόσταγμα αμπελοσοφίας  
*distillation of grape wisdom*

# *“Crete, Land of Value”*

- Certification of quality agricultural products with brand name "CRETE"
- Certification of restaurants "Cretan Cuisine»
- Visitable Wineries,



# *“Crete, Land of Value”*

---





# Regional Quality Systems

---



# The aim of the brand name "KRHTH"

---

- ❑ The protection and enhancement of cultural heritage via of the Cretan Diet,
- ❑ The spread of products from Crete to new markets
- ❑ The upgrading of the food service
- ❑ The connection of the primary sector in tourism, and
- ❑ The promotion of Crete Island as a gourmet destination



# Regional Quality Systems

---



# We invest in extroversion

---

- ❑ We participate in world-wide exhibitions
- ❑ We organize B2B meetings
- ❑ We organize Events and Symposia
- ❑ Participation in international exhibitions and thematic Festival
- ❑ Promotion of Cretan gastronomy
- ❑ Digital system support agri-food sector in Crete
- ❑ Promotional actions



# World-Wide Exhibitions

---

- ❑ «ANUGA».
- ❑ Kiev,
- ❑ «Prodexpo»
- ❑ «Gulfood»
- ❑ «Sial»
- ❑ Summer Fancy
- ❑ National Exhibition (Thessaloniki)
- ❑ «Fruitologistica»

# B2B meetings

---



# Events and Symposia

---



# Participation in international exhibitions and thematic Festival

---

## Germany



## Festival CEREALIA





# Promotion of Cretan Gastronomy

---

## Cretan Breakfast



## Cretan Dinner



# Promotional actions

---

- Promotion of the Cretan diet in the United Nations (UN) in New York



# Promotional Actions

---





# *Culture Heritage*





# Agricultural Education

---



# The Hellenic Presidency

---



# Priorities of Hellenic Presidency in the field of Agriculture

---

- ❑ Will be guided by the key goal of:
- ❑ sustainable rural development
- ❑ Promoting the quality
- ❑ The diversity and
- ❑ The innovation in European agriculture
- ❑ Smooth transition to the new environment created by the reformed common agricultural policy



# The motto of the Hellenic Presidency

---

- ▣ Diversity,
- ▣ Quality,
- ▣ Sustainability and
- ▣ Extroversion as drivers for EU prosperity, growth and jobs



# Priorities in Agricultural Sector

---

- ❑ Fruits and vegetables.
- ❑ Milk, fruit etc. agricultural products to students
- ❑ Promotion of agricultural products on the internal market and in third countries, Organic production and labeling of organic products.
- ❑ Veterinary and phytosanitary controls





# Suggestions

- ❑ Supporting, outermost island regions
- ❑ Supporting, regional signs of origin
- ❑ Financing of Rural Education
- ❑ Financing of projects for the promotion of local products and their origin

“Ora Kali”  
Have a nice time!

---



Thank you for your attention!



**HELLENIC REPUBLIC  
REGION OF CRETE**

