



MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

Sjenica lamb PDO

- local tradition and quality in search for valorisation -

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Outline



- **Description of the Sumadija and Western Serbia Reference Region**
- **Sjenica lamb PDO - characteristics and criteria of the VC quality scheme**
- **Implications of the quality scheme to this mountain value chain and the territory**
- **Next steps to improve the resilience and sustainability of the value chain and the territory**



Description of the Sumadija and Western Serbia Reference Region



- **MRR** – Sumadija and Western Serbia
- **MRL** – Pester plateau



- **MRR of Sumadija and Western Serbia** belongs to the **Dinarides (Dinaric Alps)**, South-eastern Europe
- Connecting countries from Slovenia, to North Macedonia.
- MRR area - the river of Drina on the west to the West Morava on the south, bordering with Montenegro, Kosovo* and North Macedonia.
- **MRL Pester plateau (Sjenica and Tutin areas)** – highlands from 1150m to 1492 m altitude, with protected areas (Ramstar site, Nature reserve, many endangered and protected species, etc.)
- The largest and highest karst field of the Balkans, temperature extremes (-35 to 40°C).
- Multi-cultural and multi-national area (Serbian orthodox and Muslim Bosniaks); economic activity is - livestock production (cattle and sheep). Underdeveloped area
- Nomadic/free range livestock systems and grazing on natural pastures result in high-quality meat and milk

Sjenica lamb PDO - characteristics and criteria of the VC quality scheme



- Nomadic/free range livestock systems
- Grazing on natural pastures (many medical herbs)
- Traditional knowledge of local farmers
- High-quality meat and milk
- Family production (large families, multi-generational)



- **PDO is protected at national level** (in 2012)
- **Specific breed** – Sjenica sheep, present for centuries, adopted to harsh conditions
- **Traditional processing** - home based cheese production, traditional meat products, interconnected to the local communities lifestyle
- **Dependency on of middle man and no developed producer organisations** (cooperatives and associations)

Implications of the quality scheme to this mountain value chain and the territory



PDOs from this VC registered **at national level**:

- **Sjenica Lamb Meat**

- ✓ strong reputation, but the label is not sufficiently promoted and used - the meat is not linked to its extraordinary origin.
- ✓ low valorisation and high “fraud possibility”
- ✓ Usually sell as a whole or half animal - hard for the use of the modern urban small family.

- **Sjenica cheese (in brine),**

- ✓ Connected to the Sjenica lamb VC
- ✓ higher valorisation of the product
- ✓ Balancing between products in years like 2022 (high prices of inputs)

- **Sjenica stelja (dry cheep meat)**

- ✓ Not enough valorised outside the region

By-products

- No outlets for sheep skin and wool - considered as waste
- Low level of innovations in the VC



How to improve the resilience and sustainability of the VC and the territory



Value chain part	Current situation	Desired situation	Actions
Production/sales	No meat or other products labeled as PDO	Sjenica lamb meat sold under the PDO label at national and international level	<ul style="list-style-type: none"> • Creating producer organisation for PDO product management • Certification of production/products • Promotional campaign
Processing	Animals are sold as live, or as meat – whole animals or halves; no specific cuts	Specific cut are available at the delicates butcher shops and restaurants	<ul style="list-style-type: none"> • Promotion of local knowledge on meat cuts • Training for butchers and restaurant chefs
Whole value chain	Low level of innovations	New innovative ways in production, processing and product promotion	<ul style="list-style-type: none"> • Local, regional and national initiatives for supporting innovative solutions, specific for the region
Connecting production to the territory	Low level of adaptability although some practices are showing level of adjustment to CC	Adopting to new environment conditions, embedding sustainability in CoP of the PDO products	<ul style="list-style-type: none"> • Creating new adopting strategies • Including young people to the planning (forecast)



Thank you!

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