

**PERMANENT PROTECTION OF ISTRIAN CATTLE
THROUGH COMMERCIAL EXPLOITATION****G. Prekalj, P. Caput, A. Jedrejčić, A. Ivanković, M. Konjačić****Summary**

Istrian cattle is the most numerous autochthonous breed of cattle in Croatia. It represents a vivid monument of time and climate, well provided together by breeders and wider community for almost two decades. Negative movements in the population of Istrian cattle caused by global trends in animal production of economically developed societies has been stopped. Actual population of Istrian cattle is in the phase of recovery and mild stagnation. Reduced further growth of population is conditioned by the lack of verified economic reaffirmation which needs to connect interests between breeders and consumers, ensuring in that way the sustainability of the breed. The project of reaffirmation of the Istrian cattle, already underway, through the production programme of "Meat of Istrian cattle" has initialized the consensus of all subjects in the sequence of the food-stuff (breeding, processing, gastronomy) and it gives first positive results.

Key words: Istrian cattle, autochthony, economic sustainability, meat

Introduction

Istrian cattle is a valuable part of our national genetic and cultural heritage. There are many assumptions on the origin of the Istrian cattle, one that states that Istrian cattle arrived in Istria along with the migration of the Roman legions but most of them suppose that the origin is related with invasion of Atila hordes from Russia and Bessarabia that had left a visible trace in the formation of Istrian cattle. Latter historical events also left a visible trace on Istrian cattle as a vivid monument of time, through the influence of genes from the breeds of cattle of nearby territories, primary Italian.

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Characteristic of Istrian cattle like humbleness, resilience, obedience and remarkable strength made it unavoidable in everyday life of Istrian man. Today's Istrian cattle carries inside the traces of ancient times, as a live monument of time and climate which represents a reason more for its preservation. Industrialization of the agriculture, mechanization and economical orientation towards the tourism brought the population of Istrian cattle to rapid decline during the past few decades. In the nineties of the twenties century population of Istrian cattle fell on a few more than 100 head.

The earliest programmes for preservation of autochthonous breeds in Croatia started in Istria, between which programme for Istrian cattle was the first that interested wider community. Today's population of the cattle counts around 600 head against hundred or so registered 15 years ago. There has been a significant improvement also of the reproductive state of cattle so today most of preliminary fertile female cattle give regularly its offspring. Recovery of population was significantly assisted by the applied subvention system for every head that raised the level of economic profitability for breeders. Modification in the subvention system, in other words lesser amount of yearly subvention, has caused a lower profitability of breeding and uncertainty for breeders of Istrian cattle. Therefore the need for consideration of Istrian cattle in actual and future surroundings was necessary. Istrian cattle regarding the numerosity of population and surroundings has a good predisposition for viability on the basis of yearly state subventions and commercial exploiting in the system of rural development and entire tourist offer.

In passed times Istrian cattle was used as a working cattle. Breeders valued its strength, endurance, humbleness and a certain production of milk and meat. According to the advantages of Istrian cattle, in past breeders didn't especially develop milk and meat characteristics and because of that situation Istrian cattle in now days was on the edge of survival. On the basis of the experience of those who had tasted the meat of Istrian cattle it was concluded that the meat is delicious and with outstanding quality. Project of *"Permanent preservation of the Istrian cattle by commercial exploiting through the system of rural development of Istria"* was developed according to that understanding and the need for economic affirmation of the breed (in further text "Project of permanent preservation of Istrian cattle"). Istrian cattle as a breed of working and meat productive cattle has prospects for profitability through more efficiently production, marketing and placing of the recognizable product (meat) and through gastronomic offer based on tradition. This can be achieved through well thought production and safe placing by certain restaurants and butcher's shops in which semi preserved and preserved meat products would be offered.

Aim of the project

Preservation of Istrian cattle, in present and future conditions of cattle production in Croatia, should be based on two propositions: maintaining the gene reserve and commercial exploitation of Istrian cattle. Istrian cattle is suitable for commercial exploitation of meat but not also for profitable production of milk. Based on these conclusions AZRRI - Agency for Rural Development of Istria Ltd Pazin proposed "Project of permanent preservation of Istrian cattle". The aim of this project is a consolidation of the breeding together with valorisation and promotion of the meat as a food-stuff accessible in elite gastronomic offer. This is a way to increase the profitability for breeders and to enlarge the interest for further breeding of Istrian cattle. Recognition of the quality and deliciousness of meat will contribute to the revitalization of breeding and contentment of breeders, culinarians, consumers and entire community.

Partial project objectives are:

- determination of the basis for production - state of the population,
- proposing, explaining and coordinating between breeding and commercial part of the breed's preservation,
- proposing and explaining of the ways and procedures for keeping, reproduction, feeding, and fattening,
- determination of technology procedures for beef production by fattening of calves and yearlings,
- determination of the technological procedures for slaughtering, meat maturation, storage and meat arranging,
- determination of quantitative and qualitative characteristics and potentials of the Istrian cattle in beef production,
- evaluation of the value of meat of Istrian cattle in relation to classic beef market (deliciousness),
- proposing and explaining the ways of selling on tourist market of high position,
- definition of the organisation structure and business relation between Istrian cattle breeder's association (SUIG) - shops - consumers,
- initiating the procedures for the registration of Designation of Origin for the meat of Istrian cattle, produced by specified technology, respecting the needs for breeding, breeders, consumers, and animal welfare,
- creating of the conditions to establish a Centre for Istrian cattle.

Past experience

AZRRI - Agency for Rural Development of Istria Ltd Pazin has cooperated with Istrian cattle breeder's association (SUIG), University of Zagreb Faculty of Agriculture, Croatian Livestock Centre and other institutions regarding the determination of production (breeding) basis (state) of population of Istrian cattle. During the year of 2005 territory for breeding of Istrian cattle was visited and all relevant data collected (breeding value of head, reproduction, breeder's opinion etc.). All conclusions from that visit was included in breeding and commercial programme for Istrian cattle.

AZRRI - Agency for Rural Development of Istria Ltd Pazin has contracted a long term cooperation with the part of breeders who founded their economic interest in primary production of calves and yearlings for meat. Experts from AZRRI Ltd Pazin together with scientific and other institutions (University of Zagreb Faculty of Agriculture, Croatian Livestock Centre, etc.) has coordinated the management for beef production (veal, baby beef and beef) regarding the way of keeping, accommodation of fattened head, feeding, age, body mass, health care, reproduction and other parts of mentioned and specific management. The implementation of this management will ensure to the "meat of Istrian cattle" an ecological bonus, in other words will be the basis for obtaining the Designation of Origin.

Experimental slaughtering of fattened cattle had been carried out in one slaughtering house in Istria. Meat was set in a storage in a special chamber from where the meat was delivered to catering objects for the purpose of promotion of meat from Istrian cattle. Promotions of the meat of Istrian cattle have interested a wider community for permanent protection of Istrian cattle through commercial exploitation and for the meat of Istrian cattle which proved its quality.

Insights collected during the activities of "Project of a permanent preservation of Istrian cattle" were partly used for creation of a Breeding programme for Istrian cattle.

AZRRI - Agency for Rural Development of Istria Ltd Pazin has in its disposal certain number of head of Istrian cattle and its own farm which will be in function of project's activities. Currently efforts are being made to establish Centre for Istrian cattle near Pazin. Centre will be used as a location for collecting of a breed worthy head, tested and reproductively used (sperm taking, embryo transfer, etc.).

AZRRI - Agency for Rural Development of Istria Ltd Pazin is planning to contract an exclusive right to offer meat of Istrian cattle together with a few

catering objects which have capacities and interest for exclusive offer in its menu. Culinaricians will create their own recipes for dishes and AZRRI Ltd Pazin will cooperate and help them with such offer and also will provide continuous education in making dishes on the basis of the meat of Istrian cattle.

Conclusion

Istrian cattle as the most numerous autochthonous Croatian breed will through realisation of "Project of a permanent preservation of Istrian cattle" enlarge its population in a way that its valuable genetic potential and existence won't become questionable. Breeders of the Istrian cattle will get secure and profitable opportunity for breeding of Istrian cattle whose products will by gastronomic offer additionally give their contribution to a recognizable and particular rural space in Istria. Stated "Project of a permanent preservation of Istrian cattle" can become a pilot project for similar use for other autochthonous breeds which are threatened, from any reason, to become extinct.



TRAJNA ZAŠTITA ISTARSKOG GOVEDA GOSPODARSKIM KORIŠTENJEM

Uvod

Istarsko govedo vrijedan je dio nacionalne genetske i kulturne baštine. Postoje pretpostavke da je u Istru došlo migracijom uz rimske legije, no mnogi drže da su prodori Atilinih hordi iz Rusije i Bessarabije ostavili trag na oblikovanju istarskog goveda. Kasnija povijesna događanja ostavila su vidan trag na istarskom govedu kao živom spomeniku vremena, kroz upliv gena pasmina goveda susjednih područja, prvenstveno talijanskih. Skromnost, otpornost, poslušnost i iznimna snaga istarskog goveda učinile su ga nezaobilaznom svakodnevnicom društvenog i gospodarskog života istarskog

čovjeka. Današnje istarsko govedo nosi u sebi tragove svih tih davnih vremena, kao živi spomenik vremena i podneblja, što je jedan od razloga potrebe njegova očuvanja. Industrijalizacija poljoprivrede, ulazak mehanizacije, te gospodarska orijentacija ka turizmu dovela su minulih desetljeća do naglog pada veličine populacije istarskog goveda. Devedesetih godina XX. stoljeća populacija istarskog goveda pala je na nešto više od sto grla.

Na području Istre najranije su počeli zaživljavati programi zaštite autohtonih pasmina, od kojih je istarsko govedo prvo pobudio širi javni interes. Od stotinjak goveda koja su registrirana prije petnaestak godina, danas populacija broji oko 600 grla. Značajno se popravio i reproduktivni status goveda tako da danas većina premiranih plotkinja redovito daje podmladak. Oporavak populacije značajno je podupro i provedeni premijski sustav koji je podigao razinu gospodarske dohodovnosti uzgajivačima po svakom premiranom grlu. Izmjene u sustavu premiranja odnosno visini godišnjeg poticaja poljuljale su dohodovnost uzgoja istarskog goveda a time izazvale dvojbe uzgajivača. Nametnula se potreba promišljanja o budućnosti istarskog goveda u aktualnom i budućem okruženju. Istarsko govedo obzirom na veličinu populacije i okruženje u kome se nalazi ima dobre predispozicije da logiku opstojnosti podigne sa niže razine (godišnji državni poticaji) na višu razinu (gospodarsko iskorištavanje u sustavu ruralnog razvoja i ukupne turističke ponude).

Istarsko govedo u minulim vremenima korišteno je kao radno govedo. Uzgajivači su jako cijenili njegovu snagu, izdržljivost, skromnost uz što bi ostvarili i određeni prinos mlijeka i mesa. Uvažavajući prednosti istarskog goveda uzgajivači nisu osobito razvijali mliječne i mesne karakteristike, radi čega se u današnje vrijeme našlo na rubu opstanka. Iskustva onih koji su ranije jeli meso istarskog goveda daju naslutiti njegovu izvrsnost i osobitost. Te spoznaje kao i potreba ekonomske afirmacije pasmine poslužile su kao smjerokaz za osmišljavanje i provedbu Projekta "*Trajna zaštita istarskog goveda gospodarskim korištenjem u sustavu ruralnog razvitka Istre*" (u daljnjem tekstu "Projekt trajne zaštite istarskog goveda"). Istarsko govedo kao pasmina koja se ranije nametnula kao radno govedo i govedo za proizvodnju mesa ima izglede za osmišljavanje dohodovnosti kroz učinkovitu proizvodnju i plasman prepoznatljivog proizvoda (meso istarskog goveda), uz osmišljen marketinški nastup, putem osebujne gastro-ponude zasnovane na tradiciji. To se može postići osmišljavanjem proizvodnje i sigurnog plasmana preko određenih restorana i mesnica, kroz polutrajne ili trajne mesne proizvode.

Cilj projekta

U sadašnjim i izglednim budućim uvjetima govedarske proizvodnje u Hrvatskoj očuvanje istarskog goveda treba temeljiti na dvjema postavkama: održavanje rezerve gena i gospodarsko korištenje istarskog goveda kroz odgovarajući oblik. Istarsko govedo je primjereno gospodarski koristiti u proizvodnji mesa ali ne i za dohodovnu proizvodnju mlijeka. Temeljem navedenih promišljanja usuglašen je i od strane AZRRI - Agencije za ruralni razvoj Istre d.o.o. Pazin predložen "Projekt trajne zaštite istarskog goveda" .

Cilj "Projekta trajne zaštite istarskog goveda" je uzgojno konsolidiranje uzgoja uz valorizaciju i promociju mesa istarskog goveda kao namirnice dostupne u elitnoj gastronomskoj ponudi. Time će se povećati dohodovnost uzgajivača i tako potaknuti interes da se bave uzgojem istarskog goveda. Prepoznavanje izvrsnosti mesa istarskog goveda doprinijet će revitalizaciji uzgoja na zadovoljstvo uzgajivača, kulinara, potrošača i ukupne javnosti.

Parcijalni projektni ciljevi su:

- determiniranje proizvodne (uzgojne) osnove – stanje populacije istarskog goveda,
- predlaganje, obrazlaganje i usklađivanje interakcije uzgojnog i komercijalnog dijela zaštite pasmine,
- predlaganje i obrazlaganje načina i postupaka držanja, rasplodivanja, hranidbe, uzgoja za rasplod i tov,
- definiranje tehnoloških postupaka proizvodnje govedeg mesa tovom teladi odnosno junadi,
- definiranje tehnoloških postupaka pri klanju, klasiranju, zrenju, čuvanju i aranžmanu mesa za prodaju,
- utvrđivanje kvantitativnih i kvalitativnih osobitosti i potencijala istarskog goveda u proizvodnji govedeg mesa,
- procjena vrijednosti mesa istarskog goveda u odnosu na klasično tržište govedeg mesa (izvrsnost),
- predlaganje i obrazlaganje načina prodaje na visokopozicioniranom turističkom tržištu,
- definiranje organizacijskog ustroja i poslovnog odnosa na relaciji uzgajivač Savez uzgajivača istarskog goveda - trgovina - potrošač.
- pokretanje postupka za registraciju oznake izvornosti za meso istarskog goveda proizvedenog zadanom tehnologijom uz uvažavanje potreba uzgoja, uzgajivača, potrošača i dobrobiti životinja.

- stvaranje uvjeta za formiranje Centra za istarsko govedo.

Dosadašnja postignuća

Nakon inicijativnih dogovora AZRRI - Agencija za ruralni razvoj Istre d.o.o. Pazin je u suradnji sa Savezom uzgajivača Istarskog goveda, Agronomskim fakultetom iz Zagreba, Hrvatskim Stočarskim Centrom i drugim službama proveo pripremna projektna istraživanja radi determiniranja proizvodne (uzgojne) osnove (stanja) populacije istarskog goveda. Tijekom 2005. obideno je cjelokupno uzgojno područje istarskog goveda pri čemu su prikupljeni podaci o stanju uzgoja (uzgojnoj vrijednosti grla, reprodukciji, promišljanjima uzgajivača i drugom). Spoznaje proistekle iz navedenog obilaska ugrađene su u kasnija uzgojna i gospodarska promišljanja o istarskom govedu.

AZRRI - Agencija za ruralni razvoj Istre d.o.o. Pazin ugovorila je trajnu suradnju s dijelom proizvođača (uzgajivača) istarskog goveda koji nalaze ekonomski interes u primarnoj proizvodnji teladi, odnosno junadi za meso. Stručna služba Agencije u suradnji s znanstvenim i stručnim institucijama (Agronomski fakultet, Hrvatski Stočarski Centar i druge) usuglasila je management proizvodnje govedeg mesa (teletine, junetine i starije govedine) s obzirom na način držanja, smještaj tovljenika, hranidbu, dob, tjelesnu masu, zdravstvenu zaštitu, reprodukciju i druge sastavnice navedenog i specifičnog managementa. On će osigurati da se "meso istarskog goveda" tretira s ekološkim bonusom, odnosno da bude podloga za stjecanje oznake izvornosti.

Provedena su pokusna klanja utovljenih goveda u jednoj klaonici u Istri. Meso je skladišteno u posebnoj komori iz koje se isporučivalo ugostiteljskim objektima u kojima su učinjene promocije mesa istarskog goveda. Promocije mesa istarskog goveda pobudile su interes šire javnosti spram gospodarske trajne zaštite istarskog goveda ali i mesa istarskog goveda koje je svojom kvalitetom dokazalo opravdanost i korektnost zadanih ciljeva.

Spoznaje proistekle iz aktivnosti na provedbi "Projekta trajne zaštite istarskog goveda" dijelom su poslužile za dizajniranje Uzgojnog programa za istarsko govedo.

AZRRI - Agencija za ruralni razvoj Istre d.o.o. Pazin raspolaže sa određenim brojem grla istarskog goveda i vlastitim gospodarstvom koje će biti u funkciji projektnih aktivnosti. U tijeku su nastojanja zasnivanja Centra za istarsko govedo u Pazinu u kojem će biti sabirana uzgojno valjana grla, testirana i reproduktivno korištena (uzimanje sperme, embrio transfer, ...).

AZRRI - Agencija za ruralni razvoj Istre d.o.o. Pazin planira ugovoriti ekskluzivno pravo ponude mesa istarskog goveda sa manjim brojem ugostiteljskih objekata koji imaju sposobnost i interes za ekskluzivnu ponudu u svom jelovniku. Kulinari će izraditi vlastite recepte jela, a AZRRI - Agencija za ruralni razvoj Istre d.o.o. Pazin će u suradnji s njima promovirati takovu ponudu te zainteresiranim korisnicima pružati kontinuiranu edukaciju u spravljanju jela na bazi mesa istarskog goveda.

Zaključak

Istarsko govedo kao najbrojnija autohtona hrvatska pasmina će realizacijom "Projekta trajne zaštite istarskog goveda" povećati svoju populaciju tako da njegova opstojnost odnosno njegov vrijedan genetski potencijal više neće biti upitan. Uzgajivači istarskog goveda dobivaju sigurnu i dohodovnu mogućnost proizvodnje istarskog goveda čiji proizvodi će kroz osebujnu gastru ponudu dodatno dati pečat posebnosti i prepoznatljivosti istarskog ruralnog prostora.

Navedeni "Projekt trajne zaštite istarskog goveda" može postati pilot-projekt za sličnu primjenu i kod drugih autohtonih pasmina kojima iz bilo kojeg razloga prijeti nestanak.

TRAJNA ZAŠTITA ISTARSKOG GOVEDA GOSPODARSKIM KORIŠTENJEM

Sažetak

Istarsko govedo najbrojnija je autohtona pasmina goveda u Hrvatskoj. Predstavlja živi spomenik vremena i podneblja o kojem gotovo dva desetljeća brinu vrijedni uzgajivači i šira društvena zajednica. Zaustavljena su negativna kretanja u populaciji istarskog goveda izazvana globalnim trendovima u animalnoj proizvodnji gospodarski razvijenijih društava, a aktualna populacija nalazi se u fazi oporavka i blage stagnacije. Usporavanje daljnjeg rasta populacije uvjetovano je izostankom provjerene gospodarske reafirmacije koja treba interesno povezati uzgajivače i potrošače, osiguravajući time samoodrživost pasmine. Pokrenuti projekt reafirmacije istarskog goveda kroz program proizvodnje "Mesa istarskog goveda" potakao je konsenzus svih subjekata u slijedu namirnice (uzgoj, procesing, gastronomija), te daje prve pozitivne učinke.

Ključne riječi: Istarsko govedo, autohtonost, gospodarska održivost, meso