

## **CREATION OF THE ADRIATIC BRAND OF HIGH QUALITY ORGANIC PRODUCTS WITHIN THE PROJECT BIOLFISH**

STVARANJE JADRANSKOG PROIZVODA VISOKE KAKVOĆE U  
OKVIRU PROJEKTA BIOLFISH

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### INTRODUCTION

General objectives of the BIOLFISH project are: (i) creation of the olive culture, fisheries and aquaculture to promote sustainable fishing and organic agriculture activities; (ii) valorisation of the Adriatic regional production to improve knowledge of the territories, and (iii) creation of a stable Adriatic network that aims to institutionalize an event of significant international importance titled BIOLFISH.

### MATERIAL AND METHODS

The BIOLFISH project is implemented in four Italian regions, two Croatian counties and Albania through a network of partners having an office in each of the territories. The Project methodology is based on the participation approach that derives from the ample social background of different partners involved. All initiatives will be implemented through establishment of committees structured on three different integration levels. Such participation approach will allow: (i) defining in detail local organization of single events; (ii) guarantee for major public success; and (iii) involving other available entities which carry out similar activities. High importance is given to communication and press activities that will facilitate better involvement of different Project target groups.

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Round table 5, at 2<sup>nd</sup> Mediterranean Conference on Organic Agriculture – *Contribution to Sustainable Ecosystem*, Dubrovnik, April 2-4, 2008

## RESULTS

RESULT INDICATORS	EXPECTED NUMBER
Participants at international meetings/seminars/events	200
Participants at BIOLFISH event	500
Project website visitors	10.000
Adriatic olive oil sector enterprises involved	40
Adriatic aquaculture sector enterprises involved	4
International buyers involved	5
New certified organic farms	20
Assistance and services to agrarian and seafood enterprises	400 hrs
Growth of the Adriatic organic olive oil on the market	+20%
Growth of the Adriatic organic sea food on the market	+10%

## DISCUSSION AND CONCLUSION

The Project front offices will assist producers as reference points by information on organic agriculture and eco-compatible fishing initiatives at local and international level. Producers will become aware of the quality of their products and of the best marketing strategies. Participation at international meetings will enable them to be informed about the most recent production technologies and the general status of the sector at the international level. The BIOLFISH event will allow producers to make direct contacts with international buyers, thus favouring commercial possibilities. The presence of wholesalers and representatives of the seafood and olive oil markets is of great importance in this age of global economy.

## REFERENCES

1. „BIOLFISH“, Project document, May 2005

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Received – Priljeno:

June 06, 2008

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