



**Promoting aquaculture products –
a cooperation project between three
Slovenian FLAGs**

FLAG SOCA VALLEY, SLOVENIA

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THE GOALS

- To create a quality control mechanism for producers and customers.
- To create healthy competition among producers and recruitment of new producers.
- To provide customers with new ideas for fish consumption.
- To increase fish consumption per capital in Slovenia.

ACTIVITIES

- Training FLAGs representatives for sensory evaluation of food quality by Biotechnical Faculty in Ljubljana.
- Biochemical analysis of fish from FLAGs fish producers including local species.
- Sensory evaluation of fish products in 2019 and 2020.
- Cooking workshops.
- Publishing educational and promotional booklet and fish cooking recipes.
- Promotion.

PROMOTION

On FLAGs areas on local fairs and public events:

- „Podeželje v mestu“ Ljubljana October 2019
- Ljubljana marketplace October 2020

RESULTS OF PROJECT

- 5 local aquaculture producers involved and their products evaluated,
- 15 people trained on sensory evaluation of food quality by Biotechnical Faculty in Ljubljana,
- A local quality label developed to classify the local products,
- 4 culinary workshops organized on preparing meals from local products: one for kindergartens cooks, one for local restaurants chefs, and two for the general public.

THE BENEFITS OF COOPERATION PROJECTS VS INDIVIDUAL PROJECTS

- Adding value to individual projects,
- The joint promotion of local aquaculture products and fish farmers (main market – events),
- Networking and cooperation in the wider area,
- Joint market presentation