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**CENTRE FOR AGRICULTURE AND
RURAL DEVELOPMENT OF
PRIMORJE-GORSKI KOTAR COUNTY**

KAŠETICA

primorsko goranska

Opatija, 21st November 2019

Teodora Cimaš,

Associate for promotion and development of indigenous products

www.pgz.hr

CENTER FOR AGRICULTURE AND RURAL DEVELOPMENT (CPRR)



Institution founded on July 17th 2000 by Primorje - Gorski Kotar County and 30 towns and municipalities

Main goal is to support agricultural development

- development of olive, vegetables, fruit growing
- development of cattle breeding and beekeeping
- development of wine growing and wine production
- development and promotion of autochthonous products
- revitalisation of agricultural land
- preparation and implementation of EU projects
- LAGs coordination on County level

BRAND „KAŠETICA“

(a regional brand meaning „Crate“)



VISUAL IDENTITY, INTERIOR DESIGN, DESIGN & PRODUCTION OF WOODEN CRATES, DESIGN & FLYER PRINTING

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www.pgz.hr

OPENING OF „KAŠETICA“ ON ST. VALENTINE'S DAY

Honey kiss



SPECIALISED FARES, PROMOTIONS AND MANIFESTATIONS

In 2018. & 2019.
CPRR & „Kašetica“
were present on
more than 50
specialised fares,
manifestations and
promotions



PROMOTION AND SALES activities

Ecobis – Bihać, Bosnia and Herzegovina

Advent fairytale in Delnice, Croatia

Food and Healthy Living Fairs – Zagreb, Croatia

Advent in Rijeka, Croatia

Jelenjski samanj, Croatia

Market in Omišalj, Croatia

Ri Gastro – Ri Detox, Croatia

Honey cake from Opatija, Croatia

Wine Vip, Wine Ri; Croatia

Kvarner Wine, Croatia

Sabatina, Croatia

VinoCom, Croatia

Wines from ancient times, Cro.

Autumn in Lika, Croatia

Bucket in the metropolis, Cro.

Sales and promotion of indigenous products in Korzo, Rijeka, Croatia

Market „Kašetica“, Croatia



WINE RI

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regija
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Wines from ancient times



KVARNER WINE



SABATINA VINO COM VIN ISTRA



HONEY CAKE FROM OPATIJA ZLATNO ULIŠTE



FARMERS MARKET in KORZO, Rijeka, Croatia



PRESS CONFERENCES



PROMOTIONS IN „KAŠETICA“

- Trojiščina Šipun Winery
- Sparkling wines of Kvarner
- Cook book from Grandma's casket



PROMOTIONS IN „KAŠETICA“

History film festival French Journalists Small Boat 2 ...



HONEY SENSOR ANALYSIS

SALVIA AUREA ZLATNO ULIŠTE



SMIJEŠAK (SMILE)



SIGNING OF THE COOPERATION AND SPONSORSHIP AGREEMENTS



CONFERENCES

Olive Tree Cultural Routes – Olive growing in Primorsko-Goranska County

RiHub Rijeka 2020 – Civilian practices are good practices



„KAŠETICA“ CATALOG



EDUCATIONS & WORKSHOPS



EDUCATIONS & WORKSHOPS



PRESS



Cooperation with LOCAL ACTION GROUPS

- Financed by the Department for tourism, entrepreneurship and rural development, Primorje-Gorski Kotar County
- Coordination via Center for agriculture and rural development



FARMERS MARKET „KAŠETICA“



COMMISSION SALES



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Thank you for your attention!

**CENTRE FOR AGRICULTURE AND RURAL
DEVELOPMENT OF PRIMORJE-GORSKI KOTAR
COUNTY**

Stara Sušica
Karolinska cesta 87
51314 Ravna Gora, Croatia

www.cpr.hr