



PASTINNOVA

Innovative models for sustainable future of Mediterranean pastoral systems

Regional Workshop - Living Lab

Condividere esperienze su innovazioni comuni

Sharing experiences on common innovations

Gagliano Aterno, Anversa degli Abruzzi, (AQ) 26-27 March 2025



VALORIZATION AND LABELLING OF PRODUCTS

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The PRIMA programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation



Introduction

- Gastronomic valorisation refers to the process of enhancing the value of food through culinary and cultural appreciation.
- In Croatia, this concept is particularly important due to the rich diversity of local animal breeds and their deep-rooted links to the country's culinary heritage.



Istria

- cheeses produced from: sheep, goat and cow milk
- pasteurized and raw (unpasteurized) milk
- majority of pastoral production systems
 - semi-pastoral systems
- more than 300 different plant species
- grazing usually through entire year
- organic certificate



Ripening min. 300 days; 36 €/kg



Urban; ripening up to 1460 days;
65 €/kg



Whey cheese (ricotta); **12 €/kg**



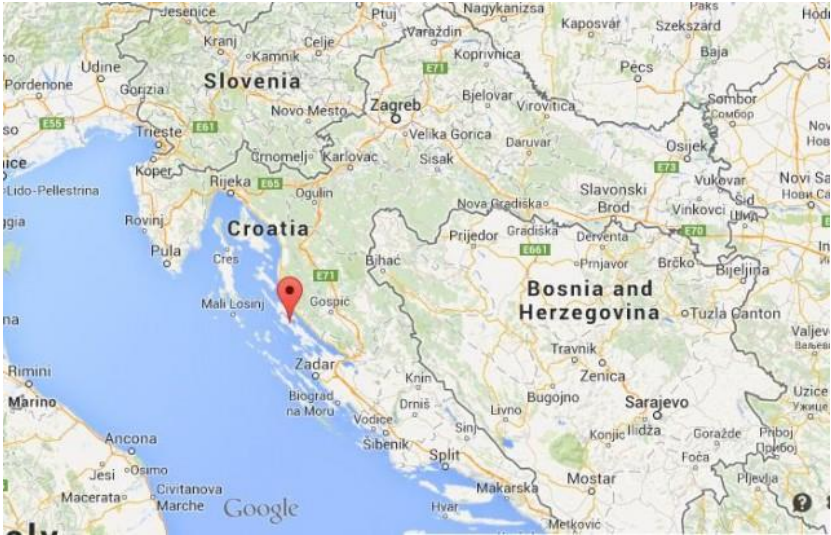
Cheese in black peper;
ripening 150 days; **33 €/kg**



Istrian cheese; ripening 90 days;
18 €/kg



Pag cheese



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PRIMA
Partnership for Research and Innovation
in the Mediterranean Area

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Pag cheese

- PDO label from 2019
- high quality and taste - won numerous awards at local and international competitions
- Hard
- Full-fat
- Granulated texture
- Pasteurized and raw milk
- Ripening : minimum 90 days
- up to 2 years – extra old

more intense, “wilder” aroma and
smell, more cheese holes





100% sheep milk form Pag
refined in wine must



Cow and sheep milk



min. 20% sheep milk
cow and goat milk



50% sheep:50% goat milk



Cheese that ripens in wood ash

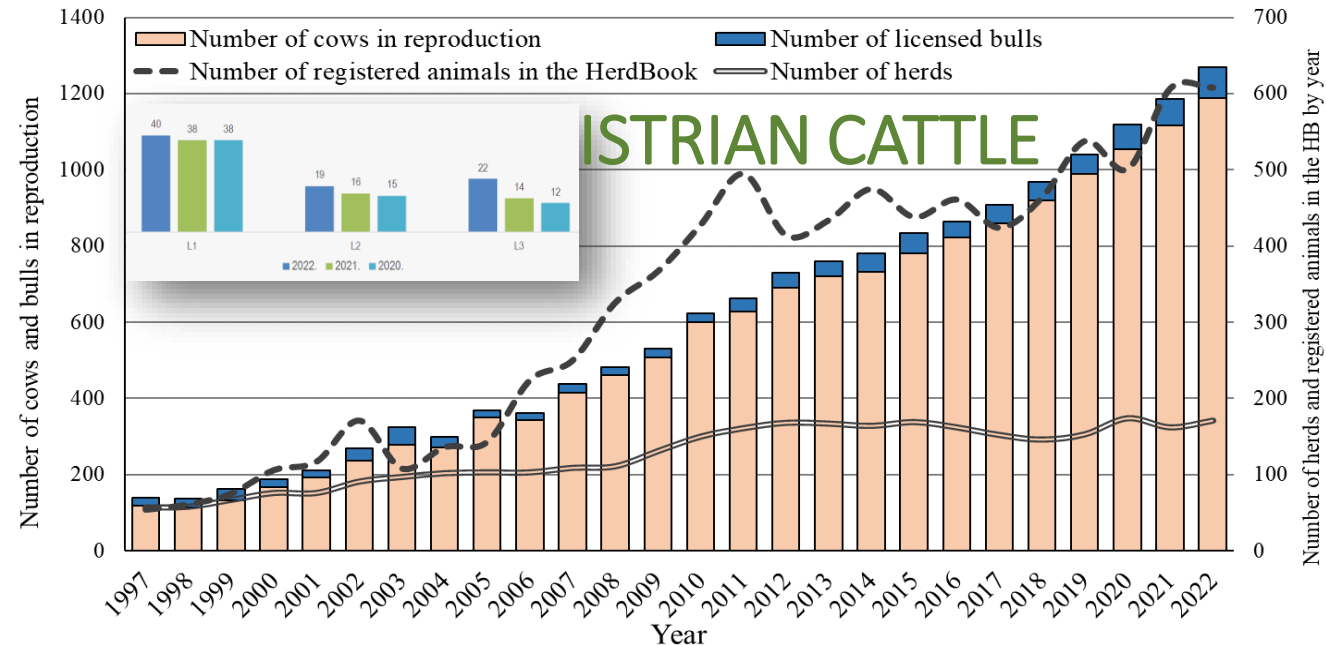


Cheese refined in maraska cherries

Cheese in skin sack

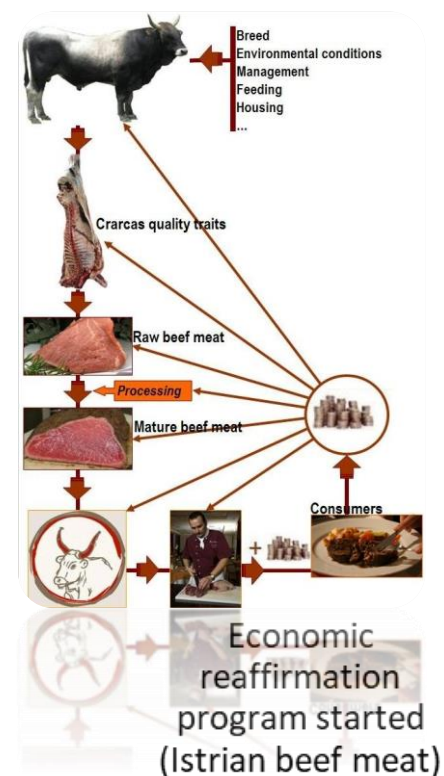
- skin sack – lamb or kid (goat)
- Dalmatian region
- originally made from sheep milk
- also cow and goat milk or combination
- curd 10x10x5 cm salted and filled into skin sack
- 30 €/kg
- intensive aroma and taste
- ripening = 45 days
- 18-20°C, 65-80% relative humidity





Beginning of the inventory of the remaining Istrian cattle **1986**

Establishment of the HerdBook **1994**



2004



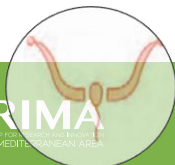
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PRIMA
IN THE MEDITERRANEAN AREA

1989

established breeding organization (SUIG)



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1997

Beginning of support for breeders (financial support for breeders - per animals)



10

2022

Meso istarskog goveda – boškarina



ISTRIAN BEEF MEAT

- Meat characterized by its rich flavor, tenderness, and marbling, which is increasingly sought after in gourmet circles.
- By promoting and utilizing Istrian cattle meat in culinary endeavors, Croatia can support local farmers, and preserve an important element of its agricultural heritage.



Breeders

Slaughterhouses Butchers

Restaurant

Consumers



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BUŠA BEEF MEAT

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- Renowned for their ability to thrive in harsh, mountainous environments can produce lean, flavorful meat with a distinct taste that reflects their natural diet.
- The meat's high protein content and lower fat levels make it a healthy choice for consumers.
- Promoting the use of Busha meat in local and international cuisine supports the conservation of this endangered breed, ensuring its continued contribution to the region's biodiversity and culinary landscape.



Pag sheep – lamb meat

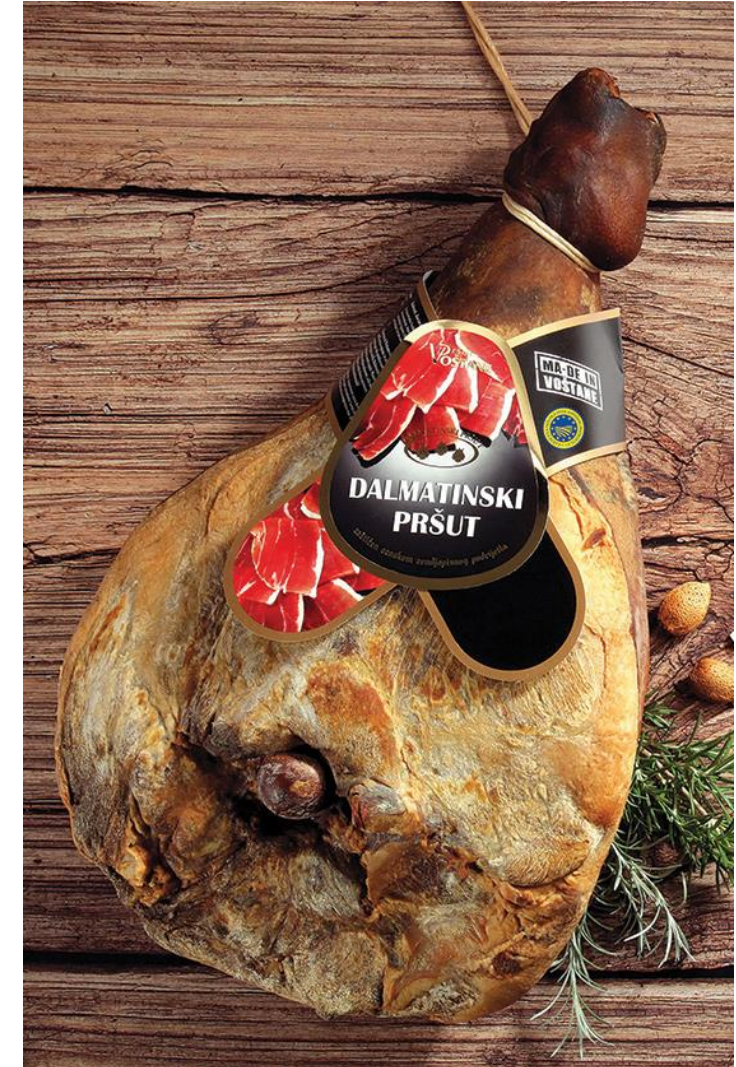
- Pag Island, located in the northern Adriatic Sea, is known for its rocky terrain, aromatic herbs, and mineral-rich pastures.
- These unique environmental conditions contribute to the distinctive flavor of Paška janjetina.
- The lambs graze on aromatic herbs and grasses, infused with salt carried by the Adriatic winds, imparting a distinctive flavor to the meat. The meat is tender, juicy, and has a distinctive flavor, thanks to the lambs' diet of wild herbs and salty grasses.
- This natural diet, combined with traditional rearing methods, results in lamb that is both flavorful and rich in nutrients, with a good balance of fat and protein.



<https://www.tasteatlas.com/>

Black Slavonian pig

- The meat of the black Slavonian pig is known for its rich flavour, marbling and tenderness. The extensive rearing methods, which include foraging and a natural diet, contribute high-quality, flavourful meat.
- Meat is darker in colour and has a higher fat content than that of industrially reared pigs.
- Kulen (spicy sausage)
- Čvarci (pork cracklings)
- Smoked hams and sausages
- Prosciutto



<https://www.gloria.hr/gl/scena/novosti/odusevio-gledatelj-e-domagoj-vida-ispricao-je-sve-o-svojoj-farmi-crnih-slavonskih-svinja-15292445>

<https://www.zagorje-international.hr/>

Chicken meat

- Kopun, or capon, is a traditional Croatian delicacy renowned for its tender and flavorful meat.
- A kopun is a rooster that has been castrated at a young age, resulting in slower growth and the development of exceptionally tender, richly flavored meat.
- The texture and taste of kopun meat are superior, often described as more flavorful and juicier than that of regular chicken.



Zagorje turkey

- Robust flavor, tenderness, and juiciness
- The free-range farming practices and natural diet
- High nutritional value, rich in protein and low in fat..
- Flavorful option for both everyday meals and festive occasions.

MAIN INGREDIENTS



TURKEY



ZAGORSKI...



PAPRIKA



PARSLEY



LARD



BLACK PEPPER



SALT



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