

SALE OF DOMESTIC PRODUCTS WITHIN THE LAG MURA-DRAVA AREA

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LAG MURA-DRAVA

Local action group (LAG)

- ▶ non-profit organization that gathers representatives of the public, economic and civil sectors (LGUs, citizens, civil sector organizations, family farms, trades...)

Purpose:

- Promotion of sustainable rural development
- Establishing partnerships of all sectors and connecting all development activities and projects in the area where the LAG was founded
- Technical assistance and coordinator when applying for tenders

LAG Mura-Drava

- ▶ founded on October 15, 2012
- ▶ It includes 9 local self-government units: City of Prelog and municipalities Orehovica, Goričan, Donji Kraljevec, Sveta Marija, Donji Vidovec, Donja Dubrava, Kotoriba and Legrad
- ▶ **The main goal of LAG: sustainable development of the entire area** → implementation of the local development strategy (fundamental strategic document based on the specifics of a certain rural area)
- ▶ gathers representatives of the public, economic and civil sectors from the LAG area
- ▶ currently has about 80 active members





Local producers within LAG area

- ▶ More than 1400 family farms
- ▶ The most represented branches of agriculture are: farming (mainly wheat, corn, barley); cattle (mainly pig breeding, poultry and cattle breeding)
- ▶ In recent years, the production of oilseeds (sunflower) has become more significant
- ▶ Vegetables are grown on a smaller scale, mostly root vegetables
- ▶ Of the fruit, apple is still the most important, and in the last 15 years a large number of hazelnut, chokeberry, blueberry and blackberry plantations have been planted.
- ▶ CONSTANT INCREASE OF ECOLOGICAL AND BIODYNAMIC PRODUCTION (Center dr. Rudolf Steiner)



Placement of products on the market

- ▶ The main channels of placing products on the market:
 - Sale of agricultural products „in bulk”
 - Placement of products in supermarkets
 - „Online” sale
 - Sale at fairs
 - Doorstep sales



Direct sales (fairs, doorstep, "online")

- ▶ Product quality
- ▶ Finished product (added value)
- ▶ Recognition and visibility



Problems

- ▶ Paperwork
- ▶ Legislation
- ▶ Consumer habits
- ▶ Price competitiveness



THANK YOU FOR YOUR ATTENTION

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