



FRiDGE
Interreg Europe



European Union
European Regional
Development Fund

FRiDGE partner meeting

Harghita County Council

Éva Zonda

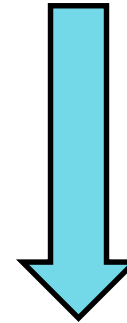
18th November, 2020, FRiDGE Joint workshop

The Szekler Product Brand



Background

Harghita county is a predominantly agricultural, rural region



the economic activity among the county's rural population is agriculture and SMEs in food sector.

Background

In order to represent and protect the interests of local producers for their future well-being and the benefit of consuming local and healthy food the Szekler Product Brand was developed.

The Szekler Product Brand movement was initiated by the county council, based on a good practice known through a EU fund project carried out in partnership with Valle d'Aosta, Italy regarding the support of local products and over the years the implementation of activities was carried out by the Harghita County Council's Rural Development Association and later by the Development Agency of Harghita County.

Chronological timeline

2009

registration of the trademark

2019

the trademark was renewed (it has to be renewed in every 10 years)

2020

Evidence of succes: more than 150 producers with more than 1000 products have the right to use the trademark.

Process of becoming a Szekler Product Brand user

- Basic requirements (ex. registered operating or production license in Szeklerland and operates there)
- Application form
- Selection board (2 times/year) – criteria system
- Certification + contract (regulates the usage of the brand logo on products) - in every 5 years has to be renewed

Both applying and using the trademark is free of charge.

Activities to implement the objectives of the Szekler Product Brand movement:

FAIRS:

- Local fairs (every third Saturday of each month, seasonal)
- National fairs
- International fairs (within international partnerships)

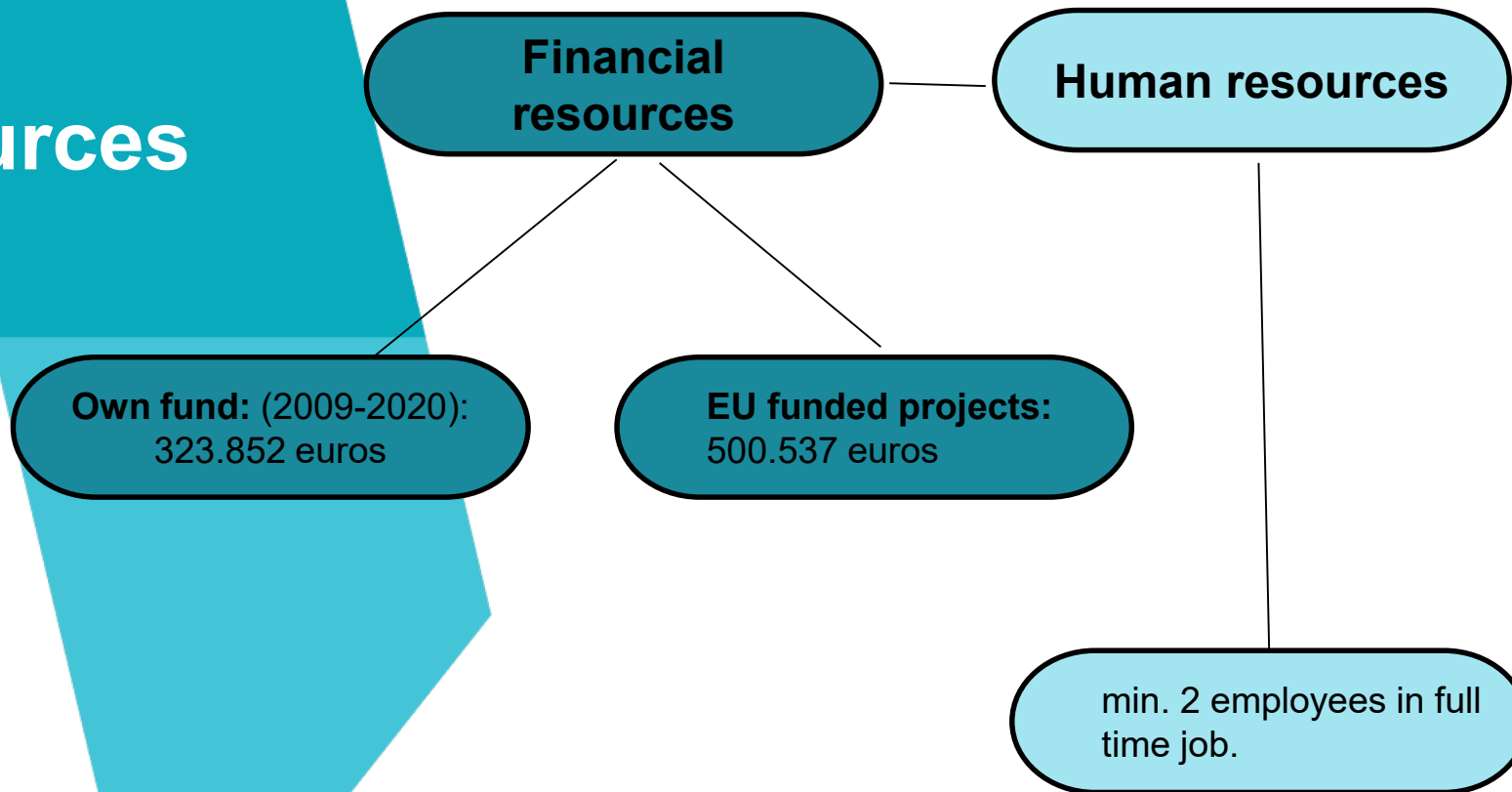
ONLINE SELLING:

- www.szekelytermek.ro

Within cooperation with EU institutions:

- representation of the interests of Szekler Products and local small farmers;
- consultations, so that the Common Agricultural Policy valid for the next financing cycle of the European Union must include the interests of local and small farmers, so that their financing needs can be supported in the period 2021-2027.

Resources





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Thank you!



Project smedia:
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