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"Region of Crete, motivating power in promotion of high quality products"





Theano Vrentzou-Skordalaki Appointed Vice-Governor of Primary Sector

theanobs@gmail.com

Main aims of EU on rural areas

 Protection of agrofood diversity

- Protection of local producers
- Diffusion and promotions strategic plans of quality signs



We should help consumers to recognize the origin of each product!





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Education and training, key points!

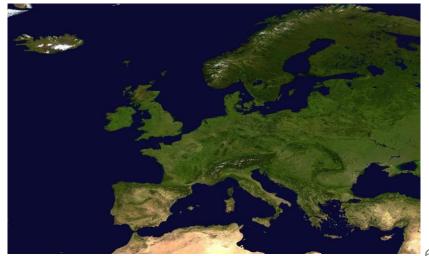




Modern Crete Island

- Crete is the largest island of Greece in 8,336 sq km area.
- 623.000 inhabitants (5,76% of Greek population)
- Attractive destination residence





Export orientation!

 Cretan economy present significant export orientation with 480 enterprises, mainly of food sector





Cretan Diet- Multicultural synthesis





Principles of Strategic Plan of Crete Region

- 1. Promotion of a healthy dietary pattern (Cretan diet)
- 2. Sustainable development and production
- 3. Environment and natural resources protection raise of biodiversity
- 4. Non use of Genetically Modified Organisms (GMOs)
- 5. Low transportation cost due to insularity character
- 6. Ensure transparency and traceability, from farm to consumers' table
- 7. Production systems promotion and food handling that reduce the "distance" between producers and consumers.
- 8. Encourage production and consumption of local, seasonal and high quality products
- 9. Agricultural Education

We have been invested in the Primary Sector and the Rural Economy!







Connection of Tourism and Primary Sector



Tourism the main development pillar

- Employment rate on tourism sector 65% of the population and contributes to 75% of the GDP of the island.
- There are more than 200.000 beds by 30% to five stars (*)
- Average four 4 million visitors, every year



Agri-food Partnership of Crete

- We created a specialized and flexible body for the development and upgrading of agrifood sector of Crete
- "Cretan diet as a nutritional pattern model"



Basket of Cretan products

 Basket of products, as a result of Cretan people wisdom, highlighting the long history of Cretan Diet.



Cretan Grocery Store (Bakaliko)

 An innovative idea, as a handling medium, only authentic Cretan products



Regional Sign "Crete"



Crete Region- EU Quality Signs

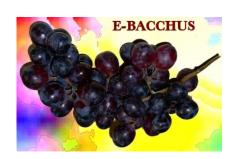
- Region of Crete (6,3%)
 is the first among Greek
 Regions in DOOR EU
 Database, with 19
 agricultural products
 (18,86%)
- e-bacchus catalog with 13 cretan wines of 156 total(8,3%)
- e-spirits catalog, with 1 spirit (5,25%)













We invest in extroversion

- World-wide food exhibitions
- B2B meetings
- Events and Symposia
- International exhibitions of domestic and thematic Festival
- Promote Cretan gastronomy in International and National Media
- Digital system support agri-food sector in Crete
- Promotional actions

Agricultural Education





Crete the land of Minoan Civilization

 Minoan civilization: ca. 3200–1000 B.C. (Crete, Knossos, King Minos)





Incredible Crete!

https://www.youtube.com/watch?v=A40iNV e7DU

