



HELLENIC REPUBLIC  
REGION OF CRETE

**Brussels**  
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*“Region of Crete, motivating power in  
promotion of high quality products”*



HELLENIC REPUBLIC  
REGION OF CRETE

**Theano Vrentzou-Skordalaki**  
**Appointed Vice-Governor**  
**of Primary Sector**

**[theanobs@gmail.com](mailto:theanobs@gmail.com)**

# Main aims of EU on rural areas

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



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



# 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 agri-food 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](https://www.youtube.com/watch?v=A40iNV_e7DU)

