



Quality Mark

Insert country

Short Description

The community owned territorial quality label system was created by the Éltető Balaton-felvidékért LEADER Association. It consists of an international system (European Territorial Quality Mark), which ensures the environmental and social sustainability of the whole local label system and a regional label, which ensures the quality of the local products and services. The local producers participated in creating the trademark system and building its governance structure according to international good practices. The system is owned and used by the producers and is managed and facilitated by the Local Action Group (LAG). The project is aimed at rural development, as well as at development and marketing of local products and services.

<http://eltetobalatonfelvidek.hu/en/>

Topic: Regulation

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Main results

Creation of a knowledge exchange network

Social and economic development of a locality

Social learning and innovation across sectors

Strong market presence through quality

Practical Recommendations

High producer recognition

Opportunities for social learning

Use of existing know-how

Collaborative marketing and social networks

Product development

Key lesson

Existing know-how and methodologies should be adapted and used under local circumstances for a complex development of the territory. The quality mark is a good solution for marketing problems of the producers, as it contains both a global mark and a local sign.



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