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# VALORISATION OF THE TUROPOLJE PIG TRADITIONAL PRODUCTS IN CROATIA

**2nd preparatory action on EU plant and animal genetic resources in agriculture, Nantes, France, 6-7 September 2018**

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## WHAT THE TUROPOLJE PIG IS?



Turopolje pig is an old breed which belongs to a medium sized pig breed. The body is covered with thick curly white-yellow colored hair with dark points, the skin is unpigmented. Female pigs have approximately 6 to 8 piglets. The meat of Turopolje pigs is juicy and pink and therefore greatly appreciated. The breed is fatty, 50% fat and 50% of meat and that is a reason for unpopular in last 50 years. The pig is adapted to the outdoor keeping especially for using oak forests products.



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# STARTING POINT

- Critically endangered original Turopolje Pig breed
- Ministry of Agriculture adopted a TP breeding programme in 2011
- Small production and a small number of breeders
- **Existing production focused for the own purposes at the family farms**
- The market practically does not exist
- Past projects have not improved the production nor the sale of Turopolje Pigs products
- Breeders are not satisfied with the existing situation



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# IMPORTANT REASONS TO SET UP A NUCLEUS HERD OF THE TUROPOLJE PIG

**Breeding aim - As Turopolje pigs are extinguished from the commercial breeding due to weaker production characteristics than those of modern breeds and pig hybrids, its breeding will be promoted in the system of sustainable agriculture and traditional farming in accordance with the trends of organic food production, complying with the regulations on pig farming.**

1. Protection of the cultural landscape of the flooded riverine area
2. Preserving of the extensive pastoring system on the big common state flooded pastures on the Lonjsko Polje and Turopolje region
3. Economic valorization of the gastronomic offer in the protected areas as part of the visitor system
4. Scientific research in the frame of the forest and pastoring system
5. Genetic research



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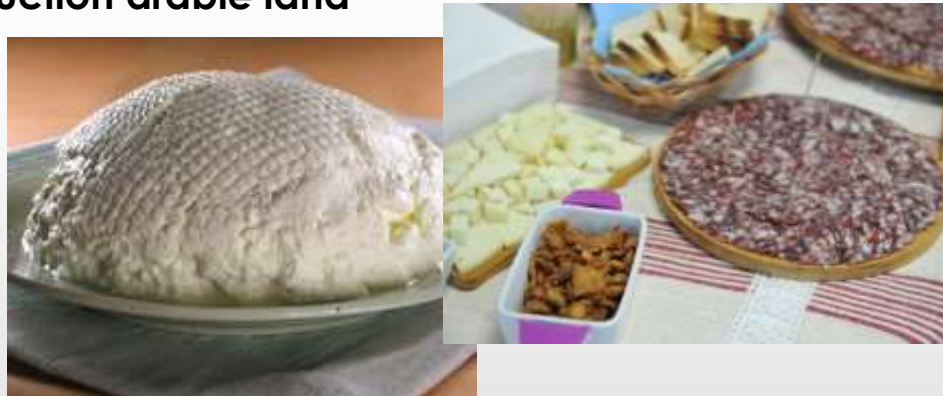


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# FIRST STEP

Project in 2007: *“Traditional products of the Lonjsko Polje Nature Park and protected areas of the Sisak Moslavina County”*

In a cooperation with the local people and associations 5 groups of products defined – production is closely linked to the protection of the landscape and biological diversity – **honey of meadow, products of horse, cheese from the open pasturing cows, traditional products of Turopolje Pig, white corn and bean from the small hand production arable land**



Lonjsko Polje Nature Park Public Institution is looking for funds to continue the project and succeeded with this **2nd Preparatory action on EU plant and animal genetic resources in agriculture** in late 2016 started



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# ABOUT THE PROJECT

Programme: 2nd preparatory action on EU plant and animal genetic resources in agriculture

Name of the project: "Valorization of the Turopolje Pig traditional products in Croatia"

LP for TP project: Lonjsko Polje Nature Park Public Institution, Croatia

Consultant of LP: „Agrarno savjetovanje”, Croatia

Adviser: Croatian Agricultural Agency

Timeframe: 2016 – 2018



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# WHAT ARE THE PROJECT AIMS?

**Overall objective** of the „Valorisation of the Turopolje Pig Traditional Products“ project is to spread the breeding programme and preserve the traditional breed of Turopolje Pig

## **Project aims:**

1. To develop a range of traditional products of Turopolje Pigs
2. To increase and stabilize the production at the breeding farms in Turopolje and Posavina regions
3. To develop a national products trademark
4. To develop the market for traditional products of Turopolje Pig, starting from the Lonjsko Polje Nature Park Public Institution



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# PROJECT ACTIVITIES

1. Products development - definition of the traditional products of Turopolje Pig, technical characteristics, quality standards, test production, logo and brand, design of packaging
2. Supply chain development – list of available financing instruments, strategic partners, breeders, butchers, shops, proposal of business agreements, financial analysis, meetings with stakeholders
3. Market analysis and marketing plan
4. Communication plan







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# PROJECT RESULTS

1. List of defined traditional products of Turopolje Pig for the marketing study – salami, ham, hamburger, fat, cracklings, pork neck, white bacon
2. List of breeders, processors, involved institutions, future market/shops
3. Proposal of the agreements with breeders, butchery and shops
4. Study on technical and organoleptic characteristic of the products
5. Test production in order to analysis of price, market, researches
6. Results of products testing
7. 6 meetings with stakeholders
8. 4 roadshows
9. Financial analysis of the TP products
10. Marketing plan
11. Logo – trade mark, proposal of packaging
12. Media – clips, press releases, documentary on national TV
13. Project report



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# ORGANIZATION OF SUPPLY CHAIN

Breeders produce the pigs for the market



Production of traditional products in authorized slaughterhouse under the recipes and prices agreed by this project



Organized products sale in the souvenir shops in several national and nature parks in Croatia, 4 local shops with traditional food in the region and 2 shops/butcheries in Zagreb





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# ROADSHOWS

Gast Split



Gudovec Agricultural Fair



Products of  
Croatian  
Village Fair

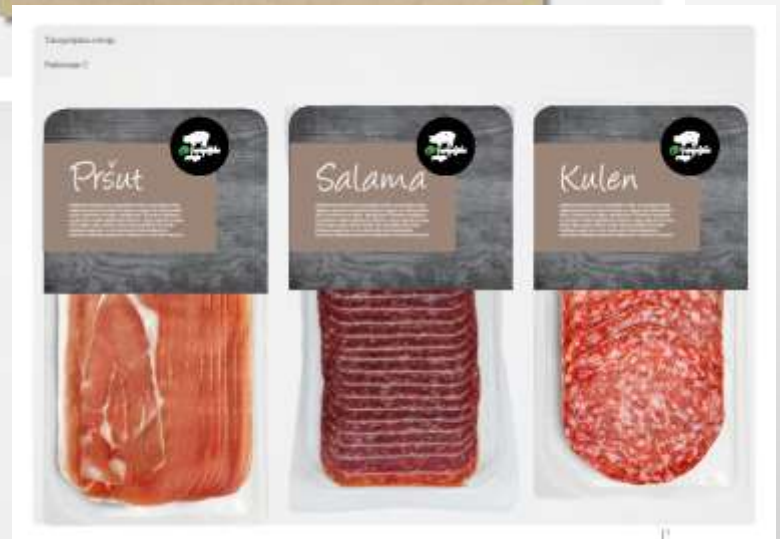
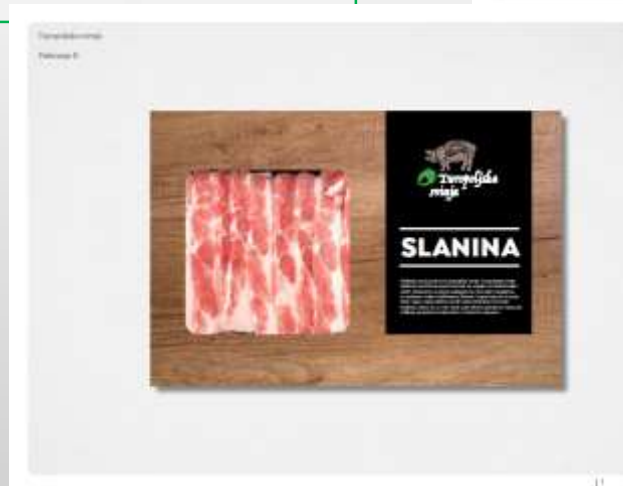


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# LOGO AND PACKAGING





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# PROJECT INDICATORS FROM 2016 TO 2018

1. Volumes for self consumption increased from 10,000 to 11,000 kg
2. Increased number of breeders from 13 to 18 through a donation process of young pigs of the Lonjsko Polje Nature Park Public Institution
3. Final products volumes produced for market testing and presentation is around 600 kg
4. Meetings with stakeholders from 0 to 6
5. Increased number of female pigs from 109 to 124
6. No. of young pigs for the future production increased from 61 to 179
7. Farms using traditional/low input breeding practices is the same 100%
8. Number of breeders keeping open space for animals in order to maintain the biological diversity from 2 to 10 breeders



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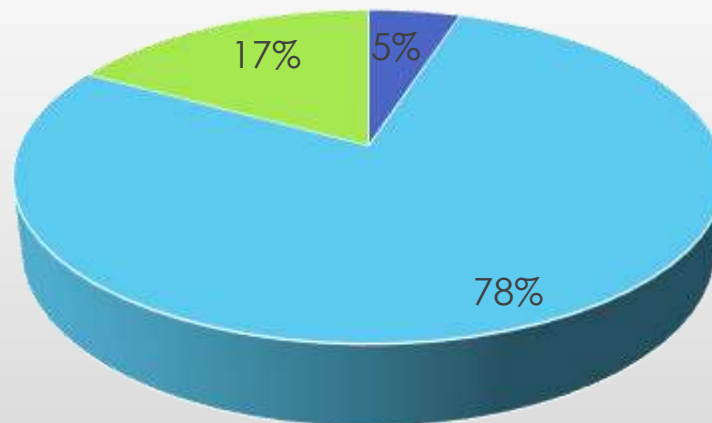


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# MARKET ANALYSIS (N=183)

- 73.3% respondents heard about Turopolje pig
- 20.6% knew how to describe Turopolje pig
- 22% tested Turopolje pig products, 41% did not, and 37% do not remember.

Which dry-cured meat products do you prefer?



■ industrial ■ homemade ■ without difference





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# PRECONDITIONS FOR MARKET SUCCESS

- ✓ top quality,
- ✓ additional psychological benefits:
  - ✓ conservation of biodiversity,
  - ✓ production that preserves the environment and ensures animal welfare,
  - ✓ encourage employment and income of the local population and
  - ✓ preserve the cultural identity of a particular area,
- ✓ exclusive design of packaging,
- ✓ competitive price in the segment,
- ✓ attractive selling point



# SWOT MATRIX

	<b>(O) OPPORTUNITIES</b>	<b>(T) THREATS</b>
<b>S (STRENGTHS)</b>	top quality of Turopolje pig products (TPP), psychological benefits from TPP, preferences of tourists to local products, increased number of tourists	top quality of TPP, psychological benefits of TPP, own souvenir shops:: Increased competition, campaigns for reducing consumption of dry-cured meat products, high trade margins and advertising costs
<b>W (WEAKNESSES)</b>	lack of knowledge and experience: preferences of tourists to local products, increase number of tourists, construction of premium products image	lack of knowledge and experience: increased competition, campaigns for reducing consumption of dry-cured meat products, high trade margins and advertising costs





# CALCULATION OF REVENUE PER PIG

<b>PRODUCTS FOR SALE</b>	<b>Weight, kg</b>	<b>Wholesale price</b>	<b>NET REVENUE HRK</b>
<b>White bacon</b>	6.48	36.00	233.28
<b>Ham</b>	11.64	90.00	1047.60
<b>Pork jowl</b>	1.78	36.00	64.08
<b>Cracklings</b>	3.38	72.00	243.60
<b>Bacon</b>	8.32	75.08	624.62
<b>Salami</b>	14.20	102.00	1448.40
<b>Fat</b>	40.50	10.00	405.00
<b>TOTAL</b>			4.066,58



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# COST OF MEAT PROCESSING (PER PIG, 154 KG)

<b>COSTS</b>	<b>HRK</b>
<b>Costs of fatteners</b>	2.310,00
<b>Costs od transportation</b>	50,00
<b>Costs of slaughter</b>	100,00
<b>TOTAL COSTS OF PROCESSING</b>	1.145,08
<b>Packaging costs</b>	183,21
<b>Costs of meat transportation</b>	50,00
<b>TOTAL COSTS</b>	3.838,30



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# MARKETING PLAN

- **MISSION** - to enable demanding consumers to enjoy high-quality pig meat products while achieving the goals of breeder and processor (income and profit).
- **VISION** - to position Turopolje pig products as the best quality pork meat products on the domestic market
- Commercial production of Turopolje pig - goal for 5 years:
  - Production and sales of 4 tons of Turopolje pig products
  - Equivalent to 100 Turopolje pigs of an average weight of 150 kg



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# TARGET GROUPS

Modern tourists–  
Nature park  
Lonjsko polje



Zagreb market -  
GOURMETS

- Positioning
- Market potential
  - Souvenir shops – 660 – 900 kg per year
  - Zagreb market – 210 tons



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# POSITIONING

- Turopolje pig products are unique products characterized by high quality, additional psychological benefits, and attractive packaging.
- Turopolje pig products will be positioned in the premium price segment as top-quality dry-cured meat products from autochthonous Turopolje pig.
- There is no direct competition in souvenir shops in Nature Park Lonjsko polje.



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- 3 souvenir shops in Nature Park Lonjsko Polje
- stores IgoMat, Zagreb
- Local stores
- On family farm





# PROMOTION

	Months			
	1. - 3.	4. - 6.	7. - 9.	10. - 12.
<b>Poster</b>	X			
<b>Leaflets</b>	X			
<b>Social media (Facebook)</b>	X			
<b>Promotional tastings</b>	X			X
<b>Performance at local fairs and events</b>		X	X	X
<b>PR articles</b>	X			
<b>Free samples</b>	X	X	X	X



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# OPPORTUNITIES FOR INCREASING PRICES OF TUROPOLJE PIG PRODUCTS

- Construction of own meat processing facility
- Sales through the tasting places
- Building image of products from Turopolje pig







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**THANK YOU FOR YOUR ATTENTION!**

