

PROJEKAT  
**KAČERSKI MED**  
Kacher Honey  
PROJECT



DELEGACIJA EVROPSKE UNIJE U REPUBLICI SRBIJI  
REALIZACIJA U OKVIRU PROJEKTA KOJI FINANSIRA EU  
"JAČANJE DIJALOGA IZMEĐU ORGANIZACIJA CIVILNOG DRUŠTVA SRBIJE I EU", [WWW.DIJALOG.ORG.RS](http://WWW.DIJALOG.ORG.RS)

DELEGATION OF THE EUROPEAN UNION TO THE REPUBLIC OF SERBIA  
UNDER THE STRENGTHENING SERBIA-EU CIVIL SOCIETY DIALOGUE PROJECT, FUNDED BY EU

PROJEKAT "KAČERSKI MED" SE REALIZUJE UZ FINANSIJSKU PODRŠKU EU, U OKVIRU PROJEKTA "JAČANJE DIJALOGA IZMEĐU CIVILNOG DRUŠTVA SRBIJE I EU", KOJIM RUKOVODI DELEGACIJA EU U REPUBLICI SRBIJI.

PRIVREDNA KOMORA BEOGRADA, KAO VODEĆI PARTNER, REALIZUJE PROJEKAT ZAJEDNO SA KONFEDERACIJOM ZA PREHRAMBENU INDUSTRIJU I INDUSTRIJU PIĆA EU, ASOCIJACIJOM ODGAJIVAČA KARNIKE SRBIJE I UDRUŽENJEM PČELARA "BUDUĆNOST" IZ LAZAREVCA, UZ PODRŠKU OPŠTINE LAZAREVAC.

Realizacija projekta je otpočela 19. juna 2010. godine i traje 12 meseci.

PROJEKAT PREDVIĐA IZRADU ELABORATA, kojim će med sa područja nekadašnje Kačerske nahije biti prijavljen kod Zavoda za intelektualnu svojinu, za registrovanje geografske oznake. Ovim će praktično svi pčelari sa područja Lazarevca, Lajkovca, Uba, Arandelovca, Rudnika i Ljiga koji učestvuju u projektu (preko 100 pčelara) i u proizvodnji meda poštovati utvrđena pravila i procedure, dobiti priliku da pod imenom "Kačerski med" proizvode i prodaju med sa geografskom oznakom, čime će se dati dodatni podsticaj razvoju ove delatnosti, plasmanu na tržište EU, a time i unapređenju privrede regiona.

PRIVREDNA KOMORA BEOGRADA je prepoznala važnost zaštite proizvoda oznakom geografskog porekla, što je inače vrlo česta praksa u svetu, a naročito u Evropskoj uniji. Očigledna prednost takvih proizvoda u odnosu na one bez oznake je mogućnost ostvarivanja znatno više cene proizvoda, što je u direktnom interesu proizvođača. Potrošači, s druge strane, dobijaju proizvod čiji su deklarirani kvalitet/svojtva zagarantovani, jer ovi proizvodi prolaze kroz nekoliko nivoa kontrole. Privredni razvoj regiona (pa time i države), otvaranje novih radnih mesta, razvoj turizma, ruralni razvoj i smanjenje migracije stanovništva, neke su

KACHER HONEY IS AN EU FUNDED PROJECT REALISED UNDER THE STRENGTHENING SERBIA-EU CIVIL SOCIETY DIALOGUE PROJECT WHICH IS MANAGED BY THE DELEGATION OF THE EUROPEAN UNION TO THE REPUBLIC OF SERBIA.

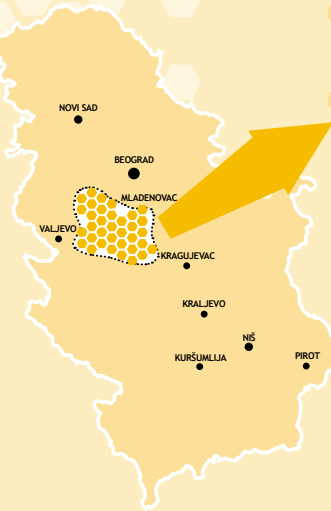
THE BELGRADE CHAMBER OF COMMERCE, AS A LEAD PARTNER, REALISES THIS PROJECT IN COOPERATION WITH THE CONFEDERATION OF THE FOOD AND DRINK INDUSTRIES OF THE EU, ASSOCIATION OF APIARISTS BUDUĆNOST LAZAREVAC, AND ASSOCIATION OF QUEEN-BEE RAISERS OF SERBIA, WITH SUPPORT OF THE MUNICIPAL ADMINISTRATION OF LAZAREVAC.

The project commenced on June 19, 2010 and its duration is 12 months.

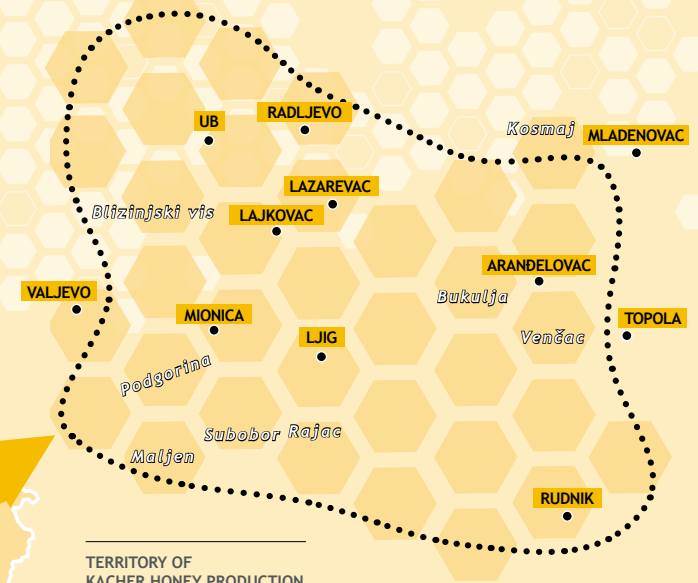
THE PROJECT ACTIVITIES INCLUDE PREPARATION OF THE PROTOCOL for production of honey on the territory that used to be known in the past as Kacher *nahija*; the protocol will be submitted to the Intellectual Property Office as a part of application for registering of geographical indication of this honey. In this way, all beekeepers from the territories of Lazarevac, Lajkovac, Ub, Arandelovac, Rudnik and Ljig who participate in the project (over 100 of them) and respect the production rules and procedures set out in the protocol, will gain the opportunity to produce and place on the market the Kacher Honey, that is, the honey with geographical indication. It will provide an additional support to promotion of bee-keeping as an income generating activity, increase export to the EU, and therefore contribute to the development of economy in the region.

THE BELGRADE CHAMBER OF COMMERCE recognised the benefits of products with PGI, which is a widespread instrument for product protection in the world, especially in the EU. The prime advantage of products with PGI lays in the possibility of obtaining much higher prices than the same class of products without the PGI. Consumers, on the other hand, are granted the purchase of a product that has the declared quality or properties, because such products undergo several control levels. Economic

TERRITORIJA PROIZVODNJE "KAČERSKOG MEDA"



TERRITORY OF KACHER HONEY PRODUCTION



od koristi koje ostvaruje čitavo društvo na osnovu promocije i plasmana proizvoda sa oznakom geografskog porekla.

Način sticanja i pravna zaštita oznaka geografskog porekla regulisani su u Srbiji Zakonom o oznakama geografskog porekla koji je usvojen 2010. godine ("Službeni glasnik RS" br. 18/2010). Oznake geografskog porekla su ime porekla i geografska oznaka; njima se mogu obeležiti prirodni, poljoprivredni, prehrambeni i industrijski proizvodi, proizvodi domaće radinosti i usluge. Do sada je u Srbiji oznaku geografskog porekla dobilo 55 proizvoda.

development of the region (and therefore the whole country), creation of new jobs, development of tourism, rural development and decreased migration of people, are some of the benefits the whole society gains from promotion and sale of products with PGI.

The procedure for acquiring and legal protection of geographical indication is regulated in Serbia by the Law on Indications of Geographical Origin (*The Official Gazette of the RS*, No. 18/2010). Indications include name of origin and geographical indication. The protection is applicable to natural, agricultural, food, industrial and folk crafts products, and to services. So far, there are 55 products in Serbia with the PGI.

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