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AUDIT SERVICE SUPPORT/FEASIBILITY ANALYSIS

Report

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As part of the project activities, at the suggestion of RERA, three producers from the island of Brač have been certified at no cost for them for their organic production. All of them have olive orchards, among other cultures.

The sustainability of the results is indicated in the fact that these producers need to stay in the system of organic certification for the minimum of five years, which is far longer than the period of conversion of three years. After the obligatory conversion period, the producers are allowed to use the green EU eco label, as well as the voluntary national eco label Hrvatski eko proizvod.

This corresponds to the objectives of the Take It Slow project, which include the development of solutions for the management of micro-tourism destinations, in order to encourage local communities to address the impact of the tourism industry, but at the same time preserve natural and cultural heritage and lifestyle.

Extra virgin olive oil from the island of Brač is of high quality and tradition and has been awarded Protected Designation of Origin, also on the EU level. This thus represents the mean of preserving natural and cultural heritage and lifestyle, as the sales of olive oil right from the producer to the tourist will encourage producers to sell it within their tourist destination. The tourism on the island of Brač shows higher figures from the year to year.