

D3.4.3 Green certification/ecolabel report LP/DNC

As part of the project activities, at the suggestion of LP/DNC & DUNEA, two producers from Dubrovnik-Neretva County, from the Pelješac Peninsula, were certified. The product Pelješki varenik was selected because of its status as a traditional product, which has a reputation, a long tradition of production, and because of the fact that it is included in the Slow Food list.

Slow Food conditions inclusion on its lists by participating in agriculture based on the wisdom of local communities, who live in harmony with the ecosystem in which they live. Convivium is the basis of Slow Food units in the territory, responsible for spreading the philosophy of the movement, and for the protection of traditional and sustainable agriculture, the preservation of traditional methods of cultivation and processing, as well as the preservation of the biodiversity of cultivated species. The Presidium Pelješki Varenik is the first Slow Food Presidium in the Dubrovnik-Neretva County.

The above also 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.

Contrasting climatic conditions prevail in the hills of the Pelješac peninsula, especially on the steep southern slopes. In these locations, the Plavac mali vine gives the best results, whose strength lies in its naturalness, i.e. the advantage of not using pesticides, which adversely affect natural yeasts. The quality of the grapes itself varies depending on the amount of sunlight, the location of the vineyard and the quality of the soil. Tilling the soil and treating the vines are done manually, without the use of harmful chemicals. The approach to wine production itself is organic. Natural yeasts are preserved, both in the soil and in the grapes, and there is no need for selected yeasts, nor for additives and preservatives. Natural ripening and traditional processing, along with the application of modern scientific knowledge, generate the primordial taste and smell of wine.

The family farm Čalić Marijeta is located in the locality of Prizdrina. The farm cultivates 2 hectares of southern exposure vineyards near the village and in the Postup location. The conditions for growing vineyards are extreme, since it is exceptionally difficult terrain at an angle of up to 45 degrees, with a lot of stones and soil, which is deeply profiled in the form of grooves. Such space is enhanced by the manual formation of terraces with dry walls, in order to protect and preserve the land. The cultivation of vineyards and plantations is traditional, natural, and the products have been certified organic since 2008.