Valorisation and resilience for future of Sjenica Lamb PDO in the Pester Plateau

The Pester plateau and Sjenica are widely known by their high-quality products, among which Sjenica lamb is of the highest reputation. Traditional family production of Sjenica lamb enables its resilience through extensive grazing systems and maintenance of sustainable and environmentally friendly practices.

Moving in Pester plateau and Sjenica
Tamara Zivadinovic and Dragana Tar
More info https://www.moving-h2020.eu/reference_regions/dinaric-mountains-serbia/

During the foresight process environmental, economic and social key variables were detected. They led to the two long term forces that are expected to be crucial for future of this value chain and its resilience – climate change and market forces.

According to the foresight group it can be expected that the climate would moderately change, with higher frequency or intensified weather extreme events, while positive market forces could contribute to the improvement and consolidation of the Sjenica lamb market valorisation.

The vision is that the region will stay widely known for high-quality food produced in sustainable, climate-friendly ways. The production will remain traditional, with implementation of innovations to adopt, reduce and combat climate changes

Strategies to achieve this include critical changes in the Sjenica lamb production area. Traditional food production systems need to become fully sustainable and adoptable through implementation of climate-friendly solutions and approaches. Holistic and sustainable rural and agricultural development policies specifically tailored for the region are needed, while tailored and innovative marketing strategies are crucial for valorisation of Sjenica lamb in the market. All this should be followed by significant investments in infrastructure, production, research, training, and education of producers and relevant players in the Sjenica lamb VC.

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