

Tradice Bílých Karpat – regional marketing, the Czech Republic

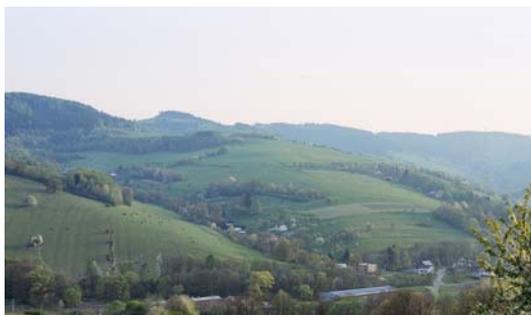
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Basic information about Tradice Bílých Karpat (TBK)

TBK is the voluntary non-governmental and non-profit organization. Its main goal is to support local sustainable development based on specific natural and cultural capitals. As the marketing initiative it takes the form of wider territorial networks of actors, who jointly seek to promote their region of White Carpathian mountains on the basis of its peculiar traditions.

The initiative which was officially started in 1998 (continuing previous informal cooperation) is currently includes 10 members (the individual members and 7 collective members) who represent actors operating in different domains (organic farming, fruit farmers, nature protection, NGOs, information services and extension). These members are bridges to other actors (e.g. other organic farmers, craftsmen) in the region with an aim to develop regional label and branding through the inclusion of other local actors and to support in such way the development of the region.



Unique natural and cultural conditions of White Carpathian mountains bring people with similar views together to use the local peculiarities (e.g. old varieties of tree apples) in order to develop the region in sustainable way



Main activities of TBK

- Promoting region, incl. its uniqueness and traditions
- Sustaining (preserving) local genetic fruit trees stuff
- Services + extensions, education
- Certification and quality control of local products (awarding local label` developing regional branding)
- Food processing (apple cider) through established TBK Ltd. company
- The environmental projects

What makes TBK of particular interest

TBK brings together farmers and non-farmers who share common views and interests in the development of the region they operate deeply rooted in the principles of sustainability. As such *TBK can be consider as the pattern of new paradigm in Czech rural development* – incorporating both farmers and non-farmers into marketing the region. *Such collective of local shareholders increases the credibility of the initiative and develops the trust among the participants which finally results in better economic, environment and social impacts of the collective action for the region.* For instance NOGs generate funds which enable to develop facilities for farmers which will be difficult to establish individually.



Apple cider processing facility – left building (processing local organic apples) was developed through the funding generated by environmental NGO participating in TBK (right building is the environmental project – low energy house)

The label developed by TBK is the first cross-border label of this kind in Central and Eastern Europe (the products from Czech and Slovak sides of White Carpathian mountains can apply for this label)

