

CORENET Good SFSC Practice No 24:	
Author:	Matic Cuderman
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <u>in English</u>	Delicacies of Slovenian Farms
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	The event is a strategic intervention by the public advisory service (KGZS) to improve the business models of hundreds of farms by focusing on value-added products and direct marketing.
b Distribution and logistics:	It creates a highly efficient, large-scale, temporary distribution channel that enables direct producer-to-consumer sales, bypassing all intermediaries.
c Regulatory compliance:	While not focused on basic compliance, the quality awards push producers to achieve excellence above and beyond standard regulations, setting a national benchmark for quality.
d Better partnering:	The model is a prime example of a successful public-private partnership between the public advisor (KGZS), the local government (Municipality of Ptuj), and hundreds of private farmers.
e Technology:	The event indirectly advises on processing technology. Feedback from expert juries often highlights product flaws that can be traced back to outdated or inadequate equipment (e.g., in pasteurization, fermentation, pressing), prompting farmers to invest in technological upgrades.
f Production & processing:	The expert juries provide direct, invaluable feedback to producers on their submitted products, acting as a form of targeted technical advice to improve processing techniques and final quality.
g Packaging:	The direct sales festival acts as a powerful, real-time advisory session on packaging. Farmers can visually benchmark their packaging against that of gold-medal winners and see firsthand which designs attract customers, creating a strong incentive to improve their own branding and presentation.
h Branding and marketing:	This is a core advisory function. The event awards farmers a prestigious quality mark (gold, silver, bronze) that serves as a powerful, year-long branding and marketing tool, building consumer trust.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The advice is provided primarily by a public funded organization (KGZS), which acts as the main event organizer, market facilitator, and quality promoter. The event also facilitates significant peer-to-peer knowledge exchange among participating farmers.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	
Short summary for practitioners <u>in English</u> on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	How a public advisor can build a market for hundreds of farms. "Delicacies of Slovenian Farms" is a 30+ year old model proving that a public advisory service can solve key market access challenges for small producers. It's an annual national competition where expert juries award quality marks to farm products. This creates a trusted "brand" for consumers. The core idea is simple: combine a rigorous, independent quality assessment with a large-scale direct sales festival. For farmers, the benefits are huge: they receive a prestigious award that boosts their reputation and sales all year long; they get expert feedback to improve their products; and they gain direct access to thousands of customers at the final event. This model is a powerful lesson for any region: instead of just advising farmers one-on-one, you can build a self-sustaining platform that systematically raises quality, builds consumer trust, and generates real income for the entire sector. It turns the advisory service into a market creator.

	Main results/outcomes of the activity (expected or final) 1. Established National Quality Standard: The event has become the national benchmark for quality artisanal farm products, building immense consumer trust. 2. Increased Farmer Competitiveness: Hundreds of farms have improved their products and gained a vital marketing tool (the awards), leading to increased sales and economic viability. 3. Preservation of Culinary Heritage: The event actively encourages and rewards the production of traditional, high-quality products, helping to preserve Slovenia's cultural and culinary identity. 4. Strengthened Rural-Urban Links: The event creates a major annual meeting point for thousands of urban consumers to connect directly with rural producers. The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? The main recommendation is for advisory services and producer groups to replicate the "Quality Competition + Direct Market" model. The main added value for a farmer is gaining three things at once: 1) Expert Feedback: Free, high-level advice from food experts to improve their product. 2) A Powerful Marketing Tool: A prestigious award that acts as a trusted third-party endorsement, justifying a premium price. 3) Direct Market Access: A guaranteed sales opportunity at a high-traffic event. Farmers can use the results immediately by placing the award sticker on their packaging, promoting their win on social media, and using the diploma in their farm shops to attract customers and build their brand all year round. Further information/references: Main Organizer's Website: https://www.kgzs.si/ - Regional Organizer's Social Media: https://www.facebook.com/KgzPtuj/ - Annual media coverage in national outlets (e.g., RTV Slovenija, Delo, Kmečki glas).
Actors, stakeholders	Organizer/Advisor: Chamber of Agriculture and Forestry of Slovenia (KGZS), specifically the KGZS Ptuj regional unit. Producers: 300-400 family farms from across Slovenia. Consumers: Thousands of visitors/customers. Partners: Municipality of Ptuj, Ministry of Agriculture. Expert Juries: Food technologists, scientists, chefs, and other independent experts.
Region, Country	Ptuj (event location) & National (scope), Slovenia
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	The official annual Catalogue of Award-Winning Products published by KGZS serves as excellent benchmarking data. Numerous photos and news videos from the event are available online.
Short title in <u>native language</u>	Dobrote slovenskih kmetij
Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	Kako lahko javna svetovalna služba ustvari trg za stotine kmetij. "Dobrote slovenskih kmetij" je 30-letni model, ki dokazuje, da lahko javna svetovalna služba reši ključne tržne izzive malih kmetij. Gre za letno državno ocenjevanje, kjer strokovne komisije podelijo znak kakovosti kmečkim izdelkom, kar ustvari zaupanja vredno "znamko" za potrošnike. Ideja je preprosta: združiti strokovno, neodvisno ocenjevanje kakovosti z velikim prodajnim festivalom. Koristi za kmeta so ogromne: prejme prestižno nagrado, ki krepi njegov ugled in prodajo skozi celo leto; dobi strokovno povratno informacijo za izboljšanje izdelka; in na zaključnem dogodku pridobi neposreden dostop do tisočev kupcev. Ta model je močno sporočilo za druge regije: namesto individualnega svetovanja lahko zgradite samovzdržno platformo, ki sistematično dviguje kakovost, gradi zaupanje potrošnikov in ustvarja realen prihodek za celoten sektor. Svetovalna služba tako postane ustvarjalec trga.