



The 'Taste of the Ukrainian Carpathians' is an umbrella Trademark that promotes the sale of authentic, regional and tasty products from the Ukrainian Carpathians.

Our producers have a passion for authenticity and traditions. They are proud to share these values with the widest possible audience, to make consumers aware of their regional and tasty products and they are committed to promoting themselves in regional, national and international retail outlets.

The Taste of the Ukrainian Carpathians Trademark also promotes the Ukrainian Carpathian region to tourists and is a model for successful regional marketing in Ukraine.

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About the project

'The Taste of the Ukrainian Carpathians' is the umbrella brand and distinct quality mark, under the authority of a Public Union, which brings together regional producers who are fully committed to supplying consumers with authentic, regional and tasty quality foods.

The Trademark is used to improve the visibility of authentic, regional and tasty quality food products from our region, the Ukrainian Carpathians, and to differentiate and promote them, thus supporting sustainable regional development.

The initiative is funded by the Swiss Confederation (SECO) and implemented by FiBL, the Swiss Research Institute for Organic Agriculture.

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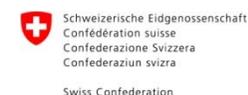


Taste of the Ukrainian Carpathians

Authentic - Regional - Tasty

The undisputed quality landmark for original authentic tasty products from the Ukrainian Carpathians region.

Funded by



Implemented by





Ukrainian Carpathians: a gift of nature

The Carpathians are Europe's largest mountain range. They represent a unique natural treasure of great beauty and ecological value and are home to the headwaters of major rivers.

The Ukrainian Carpathians are a privileged, highly diverse ecological, economic, cultural, and recreational environment located at the heart of Europe. It offers outstanding business opportunities, including an untapped tourism potential, that can capitalize on the abundant natural resources of this magnificent region of western Ukraine.

Rural heritage, and an authentic culture that pays the highest respect for traditions, have shaped the development of a region which enjoys a huge diversity of quality agricultural products.

The Ukrainian Carpathians are renowned for their exclusive, excellent, authentic and very diverse gastronomy. The 'Carpathian Taste' is known far beyond the borders of Ukraine.



"Taste of Ukrainian Carpathians": set to deliver on the promises of origin, quality and taste

Local producers, who share a passion for quality tasty foods and are proud of their heritage and traditions, have come together to offer a range of unique high-quality food products under an exclusive regional Trademark.

Origin: raw materials and authentic recipes that come from four oblasts: Ivano-Frankivsk, Lviv, Chernivtsi and Zakarpattya.

Quality: traditional recipes prepared according to today's highest food hygiene standards, including processing, packaging and labelling, storage and distribution. All producers joining the Trademark are audited and certified.

Taste: our producers engage with heart and soul to provide clients and consumers with a variety of delightful gastronomic experiences that are authentic, typical and natural. They are on a relentless commitment to only providing the best.



When tradition and authenticity support regional development

The seal of quality, authenticity and taste: the 'Taste of the Ukrainian Carpathians' Trademark was created in August 2013. The private and public sectors of four oblasts committed to significantly improve the visibility and image of authentic quality products, promoting them in order to contribute to the sustainable development of the region.

Exclusive consumer experiences: this regional trademark is the quality mark for consumers including international tourists. They have the guarantee of access to a wide selection of tasty high-quality food products from the Ukrainian Carpathians.

A joint promotional effort for people sharing the same passion: individual producers grouped under a Public Union share joint marketing and promotion efforts to make their specialties widely known within the region and beyond.



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