

# ALPJOBS

## Anticipate Future Jobs on Alpine Remote Areas



### Work package 3.3

## Report on Promising local capitals, values and competences

LAG "TOTI LAS"

Municipalities: 2000 Maribor; 2201 Zg. Kungota

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Piramida

## 1. List of promising local capitals, values and competences

Considering all collected materials in the previous tasks (definitions of desirable futures, related critical events and variables, and the systems maps), make a list of and describe all possible elements of local “treasures” can be capitalized (or capitals for development) in the future, distinguishing the tangible ones (related to goods, assets, products) and the intangible ones (related to culture, local skills, local practices, local values, local cultural activities or groups) in the following sections.

For the (SELECTED AREA) the following capitals, values and competences can be considered as local “treasure” for development: ..

See “*Guidelines for reporting Local Treasures*” slide 6

For the TOTI LAS area the following capitals, values and competences can be considered as local “treasure” for development:

### 1. **Tangible treasures:**

1.1 Local agriculture product (wine, fruit, honey and culinary).

1.2 "Dreieibner's sweetheart" Svečina

1.3 Forestry, wood products

### 2. **Intangible treasures:**

2.1 Festivals, events (LENT, Svečina)

2.2 Association of forest owners Pohorje Kozjak

2.3 Association for rural development Maribor, Tourist associations, Farm women's society Kungota, Association of vegetable producers, Association of organic producers, Piramida

Few sentences defining it, following these points:

See “Guidelines for reporting Local Treasures” slides 7 and 9

## 2. Tangible capitals

### 2.1 Local agriculture product (wine, fruit, honey and culinary)

- Few sentences defining it, following these points:

The most traditional and recognized tangible capitals in toti las are local agriculture product such as wine, fruit, honey and culinary.

- estimation of N° **People actively involved** (supporting, building, developing it) – few sentences defining such estimation and describing the mentioned people

People actively involved per sectors: - Wine production - 70 producers; - fruits (mostly apple) – 10 producers; - honey - 250 beekeepers; - Culinary – app. 50 typical local food.

- estimation of N° **People interested** (beneficiaries, e.g. clients, users, buyers, ...) – few sentences defining such estimation and describing the mentioned people

Wine production: 450 ha, 3,4 mio. l of vine; 95% domestic sale, 5% export. People interested: 280.

Fruits (mostly apple) – production is from 15.000 till 30.000 tons per ha (2018). Sale on domestic market. People interested: 40.

Honey - 250 beekeepers, 4.000 beehives, production is 68 tons of honey. Sale on domestic market: 70% of production is direct sale, 30% indirect sale. People interested: 100.

Culinary is offered on farm tourisms, vineries, also presented on local events and festivals by Farm women's society Kungota. People interested: 250.

**type of resources on which it depends** (natural, organizational, economic,...) – few sentences describing the mentioned resources

Wine production: Laški Rizling (Welschriesling) is the most widespread wine variety in TOTI LAS. In terms of wine-growing areas, Laški Rizling is followed by Sauvignon, Renski Rizling (Rheinriesling), Rumeni Muškat (Yellow Muscat), Beli Pinot (Pinot Blanc), Sivi Pinot (Pinot Gris), Rizvanec (Müller-Thurgau), Traminec (Traminer), Kernel, Modra Frankinja (Blaufränkisch), Zeleni Silvanec (Green Sylvaner), Modri Pinot (Pinot Noir), Žametovka (Black Velvet), Muškat Otonel (Muscat Otonel), Ranina (Bouvier), Zweigelt, Žlahtnina (Chasselas), Portugalka (Portugieser), Gamay and Kraljevina. Sale mostly on domestic market. Producers are trading individually on national market, on farm tourisms, vineries in restaurants, hotels, supermarkets, on the events,.....Some they are connected informal association for marketing activities abroad.

Fruits – variety Gala, Zlati delišes, Jonagold. Producers are trading on the market individually on local markets or in the central market in Maribor.

Honey – In Slovenia is production of honey from the autochthonous bee variety Apis Melifera Carnica. On the area existing 3 bee associations, not connected on business level. Beekeepers are do marketing and trading alone or through Slovenian Bee Association.

Local Culinary is presented on 50 farm tourisms, on vineries, also presented on local events ( VinDel, Pubec) and festivals, also by Farm women's society Kungota and other Associations, Municipalities,....

- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions

The production of wine, fruit, honey and culinary are related to several initiatives of local producers, farmers, markets, restaurants, hotels and tourist and other organizations, agriculture advisers in terms of quality and certification (honey), several events, the most significant is Festival STARA TRTA and culinary itineraries.

- Comments: why it could be considered as a “treasure” to grow ...

Terroir for wine, fruit and honey production is unique (marl-sandy soil, Alpine-Pannonia climate, tradition, knowledge of producers as well support services), location, No. of visitors are growing because of nearest mountain Pohorje and health&wellness tourism.

Pics (if possible)



Picture 1: Wine, fruit, honey and culinary

## 2.2 "Dreisiebner's sweetheart", Svečina

- Few sentences defining it, following these points:

"Dreisiebner's sweetheart" is located in Svečina and it is unique attraction by road between vineyard in the shape of a heart. The owners are two vine growers.

- estimation of N° **People actively involved** (supporting, building, developing it) – few sentences defining such estimation and describing the mentioned people

Two vine growers & families, 8 persons.

- estimation of N° **People interested** (beneficiaries, e.g. clients, users, buyers, ...) – few sentences defining such estimation and describing the mentioned people

No. of tourist per year: 7.500; 60% domestic tourist, 40% from abroad, nearest countries (Austria, Italy, Croatia,..).

**type of resources on which it depends** (natural, organizational, economic,...) – few sentences describing the mentioned resources

Both families need to provide the same shape on vineyard. Families need to have good relations and need to co-operate between each other for the same economic interest - marketing and need to manage the land and grapes against natural disasters.

- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions

Today both farmers are related to community and local tourist Association what it is not enough because those photo are using for promotion also Austrian, even French as their land, what is fake news. Farmers do not have any connection, national/local support and knowledge to develop/promote this "Dreisiebner's sweetheart" as unique touristic attraction.

- Comments: why it could be considered as a "treasure" to grow ...

This treasure can be grow by prepared marketing programme by national and local experts and financial supported by state, Podravska region and municipality Kungota. Programme need to include tourist products (first weddings, culinary, vines, hiking, bicycle, trips) and services, all what is connected by wedding on vine road, culture events,...

Pics (if possible)



Picture 2: Dreisiebner's sweetheart, Kungota

### 2.3 Forestry, wood products

- Few sentences defining it, following these points:

App. 45% of the area is covered by forest which is important part of economic incomes for mountain families.

- estimation of N° **People actively involved** (supporting, building, developing it) – few sentences defining such estimation and describing the mentioned people

45% of the area is covered by forest, what means 8000 ha. Together they are app. 600 owners of the forest.

estimation of **N° People interested** (beneficiaries, e.g. clients, users, buyers, ...) – few sentences defining such estimation and describing the mentioned people

Owners have economic benefits from timber (40.000m<sup>3</sup>) other wood products and biomass. 25% of the products are selling on domestic market, 75% are exported, mostly in Austria as a timber.

**type of resources on which it depends** (natural, organizational, economic,...) – few sentences describing the mentioned resources

Forrest depends as a natural wealth from natural resources/disasters, climate change and new pests. Incomes from forest are crucial for the existence of mountain farms.

- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions

Forest is related to several initiatives of local producers, farmers, associations, markets, event as Annual auction of high-value timber - Slovenj Gradec, organizations, Forest advisers in terms of quality and certification, tourism (hunting, hiking, mountain biking) and education.

Comments: why it could be considered as a “treasure” to grow ...

Forest offer a lot of opportunities for sustainable grow in the area: - new jobs in the production process (cutter in the forest, furniture designing/products, technical innovation/research, advising, marketing,..); - Education on primary and secondary by forest camps, learning paths,...

Pics (if possible)



Picture 3: Forest - Gaj, firewood, wood bowl

### 3 Intangible capitals

See “Guidelines for reporting Local Treasures” slide 8 and 10

#### 3.1 Festivals, events (LENT, Svečina)

- Few sentences defining it, following these points:

During the year they are implemented the following festivals / events:

Lent Festival, Spring day, Festival vine and fruits Svečina, Traditional harvest of the oldest grape in the world STARA TRTA, St. Martin’s day (11 November).

- estimation of N° **People actively involved** (supporting, building, developing it) – few sentences defining such estimation and describing the mentioned people

They are involved cca 70 producers.

- estimation of N° **People interested** (beneficiaries, e.g. clients, users, buyers, ...) – few sentences defining such estimation and describing the mentioned people

They are interested cca 10.000 users and cca 30.000 tourists (visitors, hikers, bikers, ...).

- **type of resources on which it depends** (natural, organizational, economic,...) – few sentences describing the mentioned resources

The festivals and events relies on institutions who are organizing events, quality of programmes, products/services, historical voluntary commitment of the participants, local and state financial support and marketing.

- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions

The local and state financial support and marketing, quantity of local producers and quality of local products, such as vine, fruits, traditional culinary.

- Comments: why it could be considered as a “treasure” to grow ...

Because number of tourists who are looking for local events & products are increasing, also young producers (second, even third generations).

- Pics (if possible)



Picture 4: Grape harvest, STARA TRTA, opera Gaj, Festival vine and fruits Svečina

### 3.2 Association of forest owners Pohorje and Kozjak

- Few sentences defining it, following these points:

The society is joined in Slovene Forest owners association and join about 160 members from rural municipalities of Pohorje and Kozjak. The cooperative for now works only for join timber trade, as no financing from ESF was possible.

- estimation of N° **People actively involved** (supporting, building, developing it) – few sentences defining such estimation and describing the mentioned people

The forestry in TOTI LAS is one of the additional activities on family farms. In the society of forest owners Pohorje Kozjak there are 12 members from this area. The average property is bigger than in Slovenian average and is about 60 ha.

- estimation of N° **People interested** (beneficiaries, e.g. clients, users, buyers, ...) – few sentences defining such estimation and describing the mentioned people

12 households with 2 active members (usually take part at the activities: excursions, trainings etc.); possible users 10.000.

- **type of resources on which it depends** (natural, organizational, economic,...) – few sentences describing the mentioned resources

Very popular activities are hiking, biking, picking mushrooms and forest fruits etc..., other associations, interested in forestry, like hunting societies, mushrooms societies, herb societies etc. Economy sector is representing by trade companies, who buy/sell wood, and forestry equipment.

- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions

Association relies on natural landscapes and woods, nature lovers. Additional on selling wood, purchasing forestry equipment etc. as well organizing events like biking trails and competitions, hiking events etc.

- Comments: why it could be considered as a “treasure” to grow ...

For now, the membership in society is still growing, as it opened new tasks, e.g. evaluation of damages, caused by wild, forest owners rights, relationships with other societies, e.g. bikers and tourisms sector. Members they have an opportunity to be in touch with news about market, nature and people.

Pics (if possible)



Picture 5: Association of forest owners Pohorje Kozjak

### 3.3 Association for rural development Maribor, Tourist associations, Farm women's society Kungota, Piramida

Few sentences defining it, following these points:

Association for rural development Maribor, Tourist associations Kungota, Farm women's society Kungota, Piramida are traditional associations by members from TOTI LAS area, total cca 150 members.

- estimation of N° **People actively involved** (supporting, building, developing it) – few sentences defining such estimation and describing the mentioned people

Association for rural development Maribor – 80 members, Tourist associations Kungota – 50 members, Farm women's society Kungota – 15 members, Piramida – 5 members.

- estimation of N° **People interested** (beneficiaries, e.g. clients, , ...) – few sentences defining such estimation and describing the mentioned people

Locals, municipalities, other users, buyers, public / private institutions, cca 5000.

- **type of resources on which it depends** (natural, organizational, economic,...) – few sentences describing the mentioned resources

The institutions relies on traditional organization, on natural landscapes, knowledge, real positive energy and wishes to develop area and historical voluntary commitment of the participants.

- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions

All institutions support the value chain of local products / services (quality, transfer good practice, marketing)., to convince local community to invest in infrastructure (roads, HIS,..) in order to increase no. of tourist farms, vineries, vine,.. roads...

- Comments: why it could be considered as a “treasure” to grow ...

Institutions are local “treasure” to sustain and continue with the continuous of local communities and voluntary support, specially by young generations and with a constant and productive dialogue between public, local and social institutions.

Pics (if possible)



Picture 6: Association for rural development Maribor