

Viral at the Days of Mediterranean fruits in Blagaj

Report

Days of Mediterranean fruits were held in Mostar (Blagaj) in organization of project VIRAL partner Jaffa komerc ltd at 19 of May 2022. Event was supported by DeveloPPP.de program implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ GmbH in front of German Federal Ministry of Economic Cooperation and Development (BMZ) with Jaffa Komerc ltd as local partner.

Days were open by Federal minister for agriculture and forestry Mr. Šemsudin Dedić with broad audience including producers of Mediterranean fruits, buyers, costumers, public services representatives and higher education institutions. Prime minister of the Federation of Bosnia and Herzegovina accompanied with deputies Jelka Miličević and Vesko Drljača and minister Josip Martić also addressed their support. Importance of agriculture and innovation for higher yield of better quality was highlighted in the speech of Volker Hennes representative of DeveloPPP.de program – GIZ GbmH from Eschborna, and IFAD-a delegate as well as Nedim Badžak director of VIRAL project partner Jaffa Komerc ltd.



VIRAL took opportunity, of this important event, to organize a training presentation on ICT technologies in fruit production with special attention on sweet cherry. Professor Miljan Cvetković, VIRAL project coordinator with professor Alisa Hadžiabulić, coordinator for University 'Džemal Bijedić' of Mostar and professor Ana Mandić, coordinator for University of Mostar held lectures on ICT in fruit growing and processing.



The lecture was design for participants from different sectors and targeted groups set by project. Different aspects and solutions of ICT in agriculture in order to improve production and bring sustainable and more environment friendly agriculture were shown. Practical guide for ICT in agriculture and education for agriculture issued by VIRAL project were also distributed for all interested parties. All participants were Participants showed interest in learning more about certain topics, as well as to implement the presented.



viralerasmus.org

Event was promoted in media. Available at links:

<https://www.youtube.com/watch?v=9cA3WvLh2OM>

https://www.youtube.com/watch?v=kjplNS_s7CI

<https://www.klix.ba/biznis/privreda/otvoren-dan-mediterskog-voca-ulaganje-u-domacu-proizvodnju-od-izuzetnog-je-znacaja/220519092>

<https://www.agroklub.ba/vocarstvo/dan-mediterskog-voca-zvanice-se-sladile-hercegovackim-tresnjama/77199/>

<https://bljesak.info/info-vodic/dan-mediterskog-voca/7488>

<https://avaz.ba/kantoni/sarajevo/743735/ministar-dedic-otvorio-dan-mediterskog-voca-potencijal-hercegovacke-tresnje-neupitan>

Mostar, 22.05.2022.

Report prepared by:

Edina Stranjak, Jaffa komerc

Ana Mandić, University in Mostaru

Alisa Hadžiabulić, University "Džemal Bijedić" in Mostaru



Co-funded by the
Erasmus+ Programme
of the European Union