

## Connecting through the Taste Laško brand

### Problem encountered and objective

For many regions, developing, managing and gaining visibility for their local products and services, as well as their local food producers and processors, is a major challenge. The creation of a collective brand like Taste Laško promotes and connects rural development with local products. The brand system connects local farms/producers with enterprises and provides direct distribution channels from farm to fork or from field to plate.

### Main results / outcomes

STIK Laško together with the Municipality of Laško, KGZ unit Laško and Thermana Laško connects local producers, coordinates activities (Day of open door), promotes (social media) and sells the offer certified with the Taste Laško brand in its outlets. By organising trainings and events, the connection between the producers themselves and the consumers is further strengthened. The Taste Laško brand is well accepted by the local population, which is reflected in the increase in the purchase of local products by restaurants, households, public institutions and the local market. The brand is also well received by local farmers/businesses, who see it as an opportunity to improve their economic situation and of the local community.

### Practical recommendations

The added value of the initiative lies in the possibility of increasing the choice of better quality, safer food, local dishes, products and services, which can be scaled-up by extending the certification of the offer to additional experiences and events, etc. The members of the Taste Laško network are committed to take part in strategic development, innovative ways of transferring knowledge, experience and skills, research activities and tenders. A dedicated team can replicate the Taste Laško brand and its core idea in other countries and other environments.



Fig 1: Regular market with local suppliers to promote and sell products under the Taste Laško brand

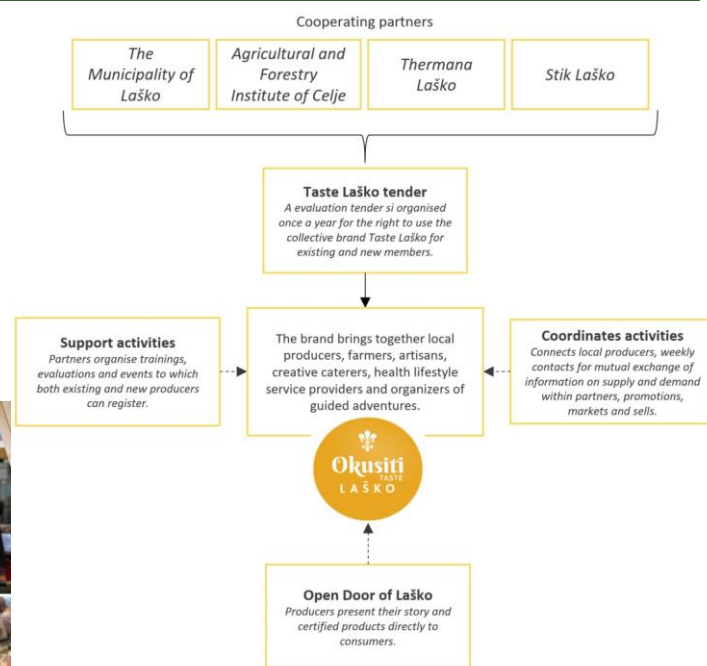


Figure 2: Schematic representation of the dimensions of the Taste Laško brand

### Further information

<https://lasko.info/stik-lasko/>

<https://www.facebook.com/okusitilasko>

<https://lasko.info/okusiti-lasko/>

### About this abstract

**Authors:** Tanja Dergan, Aneta Ivanovska, Marko Debeljak, Jožef Stefan Institut

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**COCOREADO** is a Horizon 2020 funded project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement. Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on ambassadorship, good practices, and a focus on youth. The project is running from January 2021 to June 2024.

**Website:** [www.cocoreado.eu](http://www.cocoreado.eu)



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## Povezovanje prek blagovne znamke Okusi Laško

### Obstoječi problem in cilj

Za mnoge regije so razvoj, upravljanje in pridobivanje prepoznavnosti lokalnih proizvodov in storitev ter lokalnih pridelovalcev in predelovalcev hrane velik izziv. Oblikovanje kolektivne blagovne znamke, kot je Okusiti Laško, spodbuja razvoj podeželja in z njim lokalnih proizvodov. Sistem blagovne znamke povezuje lokalne kmetije/proizvajalce s podjetji in zagotavlja neposredne distribucijske poti od vilic do vilic oziroma od njive do krožnika.

### Glavni rezultati / izidi

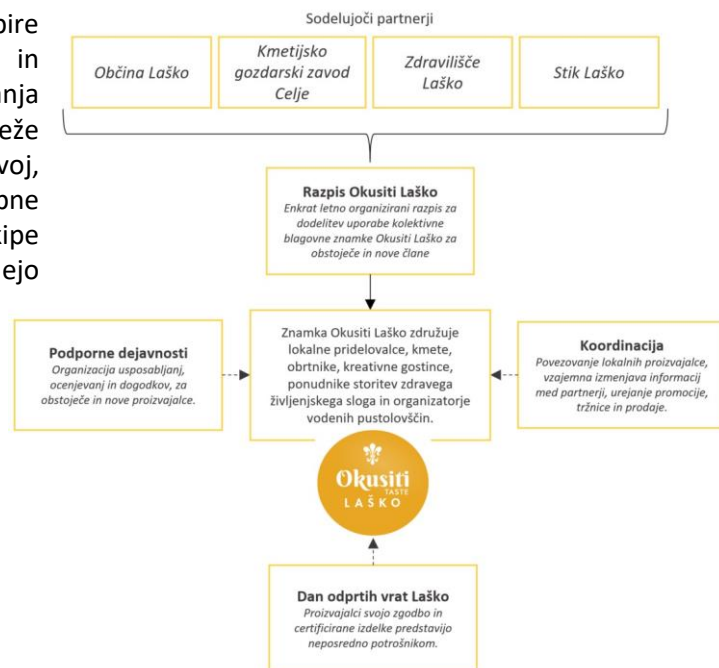
STIK Laško skupaj z Občino Laško, KGZ Laško in Thermano Laško povezuje lokalne pridelovalce, koordinira aktivnosti (Dan odprtih vrat), promovira (družbena medija) in prodaja ponudbo, certificirano z blagovno znamko Okusi Laško v svojih prodajnih mestih. S organizacijo izobraževanj in dogodkov se dodatno krepi povezava med samimi pridelovalci in potrošniki. Lokalno prebivalstvo blagovno znamko Okusiti Laško dobro sprejema, kar se kaže v povečanem nakupu lokalnih proizvodov pri gostincih, gospodinjskih, javnih ustanovah in na lokalnem trgu. Blagovno znamko dobro sprejemajo prav tako lokalni kmetje/podjetniki, ki v njej vidijo priložnost za izboljšanje svojega gospodarskega položaja in s tem tudi posledično položaja lokalne skupnosti.

### Praktična priporočila

Dodana vrednost pobude je možnost večje izbire kakovostnejše in varnejše hrane, lokalnih jedi, izdelkov in storitev, ki jo je mogoče razširiti z razširitvijo certificiranja ponudbe na dodatna doživetja in dogodke itd. Člani mreže Okusiti Laško se skupaj zavzemajo za skupni strateški razvoj, inovativne načine prenosa znanja, izkušenj in veščin, skupne raziskovalne dejavnosti in razpise. S pomočjo ustrezne ekipe lahko blagovno znamko Okusiti Laško in njeno osnovno idejo repliciramo tudi v drugih državah in drugih okoljih.



Slika 1: Redna tržnica z lokalnimi ponudniki namenjena promociji in prodaji izdelkov pod blagovno znamko Okusiti Laško



Slika 2: Shematski prikaz razsežnosti blagovne znamke Okusiti Laško

### Dodatne informacije

<https://lasko.info/stik-lasko/>

<https://www.facebook.com/okusitilasko>

<https://lasko.info/okusiti-lasko/>

### Informacije o povzetku

**Avtorji:** Tanja Dergan, Aneta Ivanovska, Marko Debeljak, Jožef Stefan Institut

**Datum:** Avgust 2022

**COCOREADO** projekt financira program Obzorje 2020 in je namenjen uravnoteženju položaja kmeta kot individualnega akterja, ključnega akterja v inovativnih verigah preskrbe s hrano in dobavitelja za javna naročila. Projekt temelji na večdeležniški metodi in poglobljenem razumevanju sistemov znanja in inovacij v kmetijstvu (AKIS), ter uporablja trojni pristop za povečanje učinka, ki temelji na ambasadorstvu, dobrih praksah in osredotočanju na mladih. Projekt poteka od januarja 2021 do junija 2024.

**Spletna stran:** [www.cocoreado.eu](http://www.cocoreado.eu)



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