



Geographical Indication Product Database - Step 1-

Zlatiborski Prsuta - Smoked meat of Zlatibor

SOURCE :

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DESCRIPTION :

1. NAME OF PRODUCT : Zlatiborski Prsuta (Smoked meat of Zlatibor)

2. COUNTRY AND REGION IN THE COUNTRY: Serbia, Zlatibor

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

Product: Smoked beef meat from Zlatibor.

Substitutes: Smoked pork meat

Imitations: Smoked beef meat produced outside Zlatibor but sold under the name of Zlatiborski Prsuta

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :

Traditionally, the smoked meat of Zlatibor is made with beef. The animals should be 5 to 6 years old before being slaughtered so that the smoked meat gets a strong flavour. Only specific parts of the legs are used. After maturation, the fresh pieces of meat are soaked in salt water for about 2 weeks and then hung in a "smoke house" for 3-5 weeks. The smoked meat should have a dark colour throughout.

5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

Zlatibor was the first settlement in the region and therefore the first place where smoked meat was produced. Every family produced its own smoked meat, which was smoked in their house under the roof. Zlatibor has long been known for its particular climate (3 different winds, pure air) which gives the smoked meat of Zlatibor a specific and unique taste.

6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :

In the municipality of Zlatibor, there are about 46 smoked meat producers, 5 of which are of a bigger size. The smoked meat of Zlatibor is mainly sold on the local market.

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

Some producers think that the smoked meat of Zlatibor has a good potential for export.

8. APPLICANT / HOLDER (IF ANY) :

One semi-industrial smoked meat producer has been thinking about registering the appellation "Zlatiborski Prsuta" for some years. He is very motivated to start working towards this goal.

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

Zlatiborski Prsuta is a unique and tasty product which has a long tradition in Zlatibor. It is one of the few products in Serbia for which the producers have shown a great interest in registering it as a GI. Zlatiborski Prsuta could become one of the first registered products under the new Serbian law on PDO/PGI and serve as some kind of model.

CATEGORY :

☐ Origin Product

☒ GI product

☐ Recognized GI