



LOKALNI EKOLOŠKI EKONOMSKI TURISTIČKI RAZVOJNI PLAN

LOCAL ENVIRONMENTAL ECONOMIC
TOURIST DEVELOPMENT PLAN



Bar, Crna Gora
2021



Prekogranična saradnja u oblasti održivog razvoja i turizma, kroz valorizaciju ruralnog kulturnog nasljeđa i očuvanja prirodnih područja pod starim maslinjacima

Cross-border cooperation for sustainable development and tourism, through valorization of rural cultural heritage and conservation of natural asset of areas with ancient olive groves



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Džidžarin je jedan od najstarijih, najvećih i najatraktivnijih maslinjaka u Baru sa preko 1000 stabala maslina kojima raspolaže 67 različitih vlasnika. Masline u Džidžarinu su prosječne starosti od 200 do 500 godina, ali nerijetka su i hiljadugodišnja stabla. Najzastupljenija sorta masline je autohtona sorta Žutica (98%). Uzimajući u obzir starost stabala, pretpostavlja se da su maslinu kao voćnu kulturu u ovaj dio Mediterana, pa samim tim i u Bar, donijeli stari Grci, što su potvrdila i istraživanja u ovoj naučnoj oblasti.

Maslinjak se nalazi u jugoistočnom dijelu crnogorske obale i njegov geografski položaj je određen koordinatama: $42^{\circ}05' \text{ SGŠ}$ i $19^{\circ}08' \text{ IGD}$, na nadmorskoj visini od 65 do 250 metara iznad nivoa mora. Na jugozapadu se nalazi kanjon rijeke Bunar, na sjeveroistoku kanjon Suve rijeke, dok je na jugoistoku kanjon Vruće rijeke. Sa istoka se pružaju strme padine planine Lisinj. Strateška pozicija, karakteristike pejzaža i kulturno-istorijski objekti čine visok potencijal za turističku valorizaciju. Neposredna blizina Starog grada Bara i Stare masline na Mirovici čine Džidžarin neraskidivim dijelom najprepoznatljivijih atrakcija Bara.

Kompleks maslinjaka Džidžarin je u potpunosti prohodan pješačkim stazama i putem i može se obići za manje od sat vremena, što predstavlja izvanrednu dodatnu prednost za uvrštanje maslinjaka u turističku ponudu Bara. Uzajamni sklad prirodnih i kulturnih vrijednosti preporučuju maslinjak Džidžarin u podnožju Starog Bara za kulturno istorijsku valorizaciju, prema preporukama Uprave za zaštitu kulturnih dobara (istraživački nalaz od 21.03.2018. godine).

Džidžarin is one of the most ancient, grandest and attractive olive complex in the area of Bar municipality with more than 10,000 olive trees, owned by 67 different proprietors. Olive trees in Džidžarin are from 200 to 500 years old, but there are numerous millennial trees as well. The main olive variety in this area is the autochthonous variety Žutica (98%). Taking into consideration the age of the olive trees, it is assumed that olive has been brought as the cultivated fruit species by the old Greeks in this part of the Mediterranean, and therefore in Bar. This has been confirmed by the scientific researches in this scientific field.

The olive orchard is located on the south-eastern side of Montenegrin coast and its specific geographic position is determined by the following coordinates: $42^{\circ}05'$ latitude and $19^{\circ}08'$ longitude, at an altitude ranging between 65 and 250 meters above sea level. From the south-west, north-east, and south-east, there are canyons of Bunar, Suva, and Vruća rivers. Furthermore, the steep slope of the mountain Lisinj is located from the eastern side. Strategic position, characteristics of the landscape, and cultural-historical objects create great potentials for tourist valorization of the area. The immediate vicinity of Old town of Bar and the Old olive tree at Mirovica make Džidžarin the inseparable part of the most recognizable sightseeing locations of Bar.

Passable hiking trails and roads enable a walking experience through Džidžarin for less than an hour, which is an extraordinary additional advantage to incorporate this olive orchard in the tourist offer of Bar. Harmony of the natural and cultural values refers Džidžarin for further cultural-historical valorization, according to the recommendations of Administration for the Protection of Cultural Properties (research report from 21/03/2018).

Vidljivi kulturno-istorijski objekti i arhitektonski ostaci u maslinjaku i na njegovim obodima nastajali su od srednjeg vijeka do kraja 19. vijeka:

1. Ostaci crkve (kapele) sv.Urbana iz XIII vijeka

Ostaci crkve nalaze se na raskršću glavnog puta i pješačke staze u Džidžarinu. Oni su pronađeni 2016. godine, tokom izgradnje puta. Kulturno-istorijski objekat od velikog značaja, procjenjuje se da datira iz XIII vijeka, preventivno je konzerviran i označen informativnom tablom. Danas, na ovom mjestu turisti i lokalni posjetiocis često prave predah prilikom obilaska.

Visible cultural-historical objects and architectural remains in the olive orchard and nearby, created from the Middle Ages to the end of the 19th century:

1. Remains of the church (chapel) of St. Urban from XIII century

Remains of the Catholic Church – the chapel of St. Urban's are located at the fork of two main directions within Džidžarin olive orchard. The remains were excavated in 2016, during the road construction. It is estimated that this cultural-historical asset of great importance dates back from the XIII century. It was professionally conserved and an adequate informative table was placed. Today, it is often a resting point for tourists and local visitors.

Stari grad Bar / Old city of Bar



2. Tri stara kamena mosta kao i jedan nedavno obnovljeni Stari most

Najatraktivnije lokacije u Džidžarinu su kameni mostovi, od kojih je most na ušću Suve rijeke u Bunar rijeku nedavno obnovljen. Ovaj most, sagrađen najvjeroatnije krajem XVII i početkom XVIII vijeka, rekonstruisan je 2017. godine, što je rezultat uspješne saradnje Turističke organizacije Bar i Udruga maslinara Bar. Stari kameni most pored Starog mлина spaja pješačku stazu u Džidžarinu sa izvoristom Kajnak. Sa ovog mosta pruža se pogled na kanjon, gorostasna brda i planine, zidine Starog Bara, maslinjake, mlinove i ostala kulturna i prirodna bogatstva ovog kraja.

3. Ostaci štavionice kože

Nedaleko od tajnog pećinskog prolaza, nalaze se ostaci štavionice kože. Ovo su bile jednostavne kamene strukture, natkrivene prirodnom stijenom. Ostaci štavionice ukazuju na privredni karakter stanovništva ovog kraja koji su bili odlični poznavaoци kako biljne proizvodnje, tako i stočarstva.

2. Three old stone bridges and one recently restored Old bridge

The most attractive spots in Džidžarin are the ancient bridges and one of them is situated at the estuary of Suva to Bunar river, most probably dating back from the end of XVI and the beginning of XVII century. The fruitful collaboration between the Association of olive growers of Bar and the Tourist organization of Bar in 2017 enabled professional restoration and conservation of the bridge. The ancient stone bridge situated next to the mill connects the hiking trails in Džidžarin with the Kajnak watercourse. Standing on this bridge, tourists can enjoy the river canyon, grandiose hills, and mountains, stone walls of the Old town, the olive groves and mills as well as the other cultural treasures and natural pearls of the area.

3. Remains of the skin tannery

Close to the secret cave passage, there are remains of the tannery. Those were simple stone structures used for treating animal skin to produce leather. These remains reveal the commercial character of local farmers that used to combine agricultural and livestock activities.

*Ostaci Crkve Sv. Urbana iz XIII vijeka /
Remains of St. Urban's Church from
XIII century*



4. Nekadašnji Stari mlin – danas hostel i ostaci Mlina iza izvorišta Kajnak

Vrijednost ovog područja prepoznaла je i valorizovala grupа mladih preduzetnika iz Velike Britanije i Australije koji su obnovili Stari mlin, čiji je prvi vlasnik bio čuveni Vojvoda Mašo Vrbica. Stari mlin, danas atraktivni hostel, koji se nalazi na obali rijeke Bunar, uspješno posluje već nekoliko godina. Istorijski značaj ovog objekta ogleda se i u činjenici da je upravo u njemu bila smještena prva savremena uljara sa gvozdenim presama u Črnoj Gori. Osim kao uljara, objekat je bio i jedno od prvih industrijskih postrojenja. 1888. godine, u ovom objektu Mašo Vrbica pokrenuo je pogon za proizvodnju sapuna koji je ujedno bio i prva crnogorska fabrika.

4. Old mill building (nowadays a hostel) and remains of the oil mill behind the water source Kajnak

The great values of the area have been recognized and valorized by the group of young entrepreneurs from Great Britain and Australia that restored the Old Mill, whose first owner was famous Duke Mašo Vrbica. Old Mill is located on the Coast of Bunar River and it has been operating successfully as an attractive hostel for few years now. The historical significance of this object is due to the fact that the first contemporary oil mill with iron presses was located here. Apart from being an oil mill, the facility was also one of the first industrial units. In 1888, Mašo Vrbica started the production of soap, and this object became the first Montenegrin factory.

Maslinjak Džidžarin iz vazduha /
Aerial photo of Džidžarin olive orchard



5. Stari putevi, podzidi i međe

Planinarski klub iz Bara obilježio je i uredio pješačke staze koje vode od maslinjaka u Bartuli i Džidžarinu do sela Menke i Mikulići, koji obiluju prirodnim ljepotama i nadaleko poznatim vodopadima koje posjetioce ostavljaju bez daha. Šetajući stazama iz rimskog perioda dolazi se do vidikovca sa kojeg se pruža spektakularan pogled na stare masline i ostale mediteranske biljne vrste, Stari grad Bar, Jadransko more, Luku Bar, Džamiju Selimijsku i druge kulturne i turističke atrakcije Bara.

Osim navedenog, od naročitog kulturno-istorijskog značaja su i ostaci dvije česme, zadužbine rimskih i turskih osvajača, kao i ostaci keramike iz antičkog i ranohrišćanskog perioda, koji su izloženi u Starom gradu.

5. Old trails, terraces, and stone walls

The local mountaineering association has marked and arranged hiking trails that lead from the olive groves in Bartula and Džidžarin to the villages Menke and Mikulići, which abound in natural attractions, such as the amazing waterfalls. The main ancient trail, originating from the Roman period, leads to the vantage point that provides spectacular views to the ancient olive trees and other Mediterranean landscapes, Old city of Bar, Adriatic sea, Port of Bar, Selimiye Mosque, and other cultural and tourist attractions in Bar.

Furthermore, very important cultural-historical assets are the remains of two fountains, endorsements of Roman and Turkish conquerors, as well as ceramic remains from the ancient and early-Christian period found in Džidžarin and exhibited in Old town of Bar.



Stara česma u Džidžarinu /
Old fountain in Džidžarin

Stari mlin Vojvode Maša Vrbice
– danas hostel „The Grove“/
Old mill of Duke Mašo Vrbica
– nowadays hostel “The Grove”





Dio starog izvorišta /
Part of the old water supply

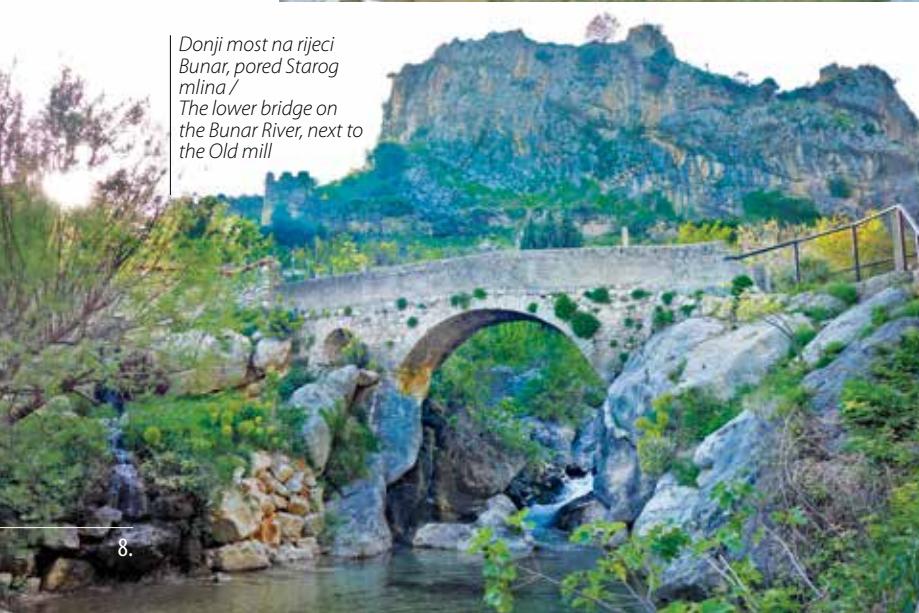
Ostaci česme iz otomanskog perioda
sa arapskim natpisom u Džidžarinu /
Remains of the fountain from the Ottoman
period with Arabic inscription in Džidžarin



Gornji most
na rijeci Bunar,
pored izvorišta
Kajnak /
Upper bridge
on the Bunar
river located
next to the
water source
Kajnak



Donji most na rijeci
Bunar, pored Starog
mlina /
The lower bridge on
the Bunar River, next to
the Old mill





Nedavno renoviran most iz XVII vijeka i vodopad pored mosta /
Recently renovated ancient bridge from the XVII century and waterfall next to the bridge

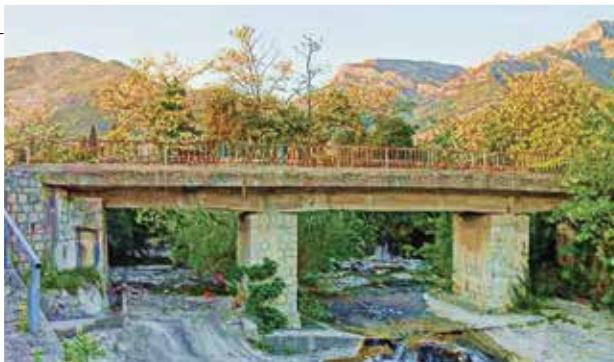
Stara staza kroz Džidžarin / Old trail through Džidžarin



Stanovnike Bara i tradicionalno bavljenje maslinarstvom povezuju brojne legende i usmeni folklor, generacijski sačuvan do danas. Važilo je vjerovanje da muškarci nisu spremni za zasnivanje porodice dok ne zasadne određen broj sadnica maslina. Izvođe Kajnak i Džidžarin povezuje dobro poznata lokalna legenda o mladom maslinaru, koji je razočaran slabom proizvodnjom uslijed nedostatka vode, bacio čuskiju sa zidina Starog grada. Tada je u Džidžarinu potekao nepresušan izvor vode, poznat pod nazivom „Pet točkova“. Barani su se prema maslini odnosili sa izuzetnim poštovanjem i pažnjom. Takođe, postojalo je vjerovanje da će, ako neko nanese štetu maslini, naročito Staroj maslini na Mirovici, sebi i svom potomstvu donijeti prokletstvo. Sam naziv Mirovica potiče od toga da su se ovdje okupljali zavađeni kako bi riješili problem i postigli mir.

Citizens from Bar and traditional olive growing are associated with numerous legends and oral folklore, preserved until nowadays. It was believed that a man is not capable to start a family until he plants a certain number of olive seedlings. Watercourse Kajnak and Džidžarin olive orchard are connected by the well-known legend about local young olive grower; however, due to the water scarcity, the trees yielded very low. He was disappointed and threw the tool from the stone walls, when the inexhaustible drinking water started flowing from the five sources, and therefore Kajnak is nowadays also known as "The five wheels" spring. People from Bar were very careful and respectful to the olive trees. Also, there was a belief, that if anyone harms an olive tree, especially Old Olive Tree at Mirovica, he will immediately put a curse on himself and his descendants. The name "Mirovica" originates from the fact that quarreled people used to gather here to set peace.

*Velji most na ušću Vruće rijeke u rijeku Bunar /
Grand bridge at the estuary of Vruća to Bunar river*



*Glavni put kroz maslinjak /
Main road through the olive orchard*



Stara maslina na Mirovici jedno je od najstarijih stabala masline na svijetu i predstavlja spomenik prirode, te je zaštićena nacionalnim zakonom još od 1957. godine. Starost ovog stabla procijenili su stručnjaci sa Instituta za šumarstvo i poljoprivredu iz Istanbula. Ovaj institut je odredio 2015. godine da je Stara maslina na Mirovici stara 2240 godina. Prosječna vazdušna udaljenost između Džidžarina i Stare masline na Mirovici je 800 metara.



The old olive tree at Mirovica is one of the most ancient olive trees in the world and it represents the monument of nature; therefore, it has been protected by the national law from 1957. The age of this tree was estimated by the experts from the Institute of forestry and agriculture from Istanbul. This Institute determined in 2015 that Old olive at Mirovica is 2240 years old. The average aerial distance between Džidžarin and the Old olive tree at Mirovica is 800 meters.

*Stara maslina na Mirovici /
Old olive tree at Mirovica*



Brojni osvajači, kao što su Grci, Rimljani, Mlečani, Turci, Nemanjići, poznavali su značaj maslinarstva u tradiciji, trgovini i privredi na području opštine Bar, te se ophodili sa poštovanjem prema ovoj poljoprivrednoj aktivnosti. Svaki od pomenutih osvajača ostavio je materijalne tragove u maslinarstvu tokom svog perioda vladavine.

Postojanje pravoslavnih, katoličkih i islamskih vjerskih objekata na području Bara svjedočanstvo je skladnog suživota.

Numerous conquerors, such as Greeks, Romans, Venetians, Ottomans, and Nemanjić royal family, used to understand the importance of olive growing in the tradition, commerce, and economy of Bar municipality and therefore behaved respectfully towards this agricultural activity. Each of the conquerors left material traces in the domain of olive growing during the period of their governance.

Orthodox, Catholic, and Islamic religious objects on the territory of Bar municipality testify to peaceful coexistence.



Omerbašića džamija,
sagrađena 1662. godine /
Omerbašić mosque,
built in 1662

Katolička katedrala
na Gretvi,
sagrađena
1857. godine /
Catholic Cathedral
at Gretva,
built in
1857





Crkva Sv. Nikole u Podgradu,
sagrađena 1862. godine / St.
Nicola's Church in Podgrad,
built in 1862

Crkva u Starom gradu Baru /
Church in Old city of Bar



Islamski centar Bar /
Selimiye Islamic
Cultural Center Bar



Crkva Sv. Vito na Gretvi /
Church of St. Vito at Gretva



PRIRODNI RESURSI:

biodiverzitet, prirodno parkovsko područje, stara stabla, pejzaž

ENVIRONMENTAL RESOURCES:

biodiversity, natural parkland, ancient trees, landscape

Maslinjak Džidžarin ima značajne sličnosti sa zasadima maslina u Italiji, a naročito sa maslinjacima u Albaniji, u pogledu pejzaža, prirodnih karakteristika, bogatstva biodiverziteta kao i sproveđenju tradicionalnih agronomskih praksi.

Obalno područje sve tri zemlje nalazi u srcu jadranskog regiona, te su prisutni slični pedoklimatski uslovi. Područje maslinjaka Džidžarin karakteriše se prosječnom temperaturom vazduha od 15,6°C, prosječnom godišnjom količinom padavina od 1480,8 mm, brojnim sunčanim danima i blagom zimom sa rijetkim mrazevima. Ovi klimatski uslovi stvorili su preduslove za dugu vegetativnu sezonu, kao i za bogat biodiverzitet. Rezultati lokalnog istraživanja tokom implementacije aktivnosti u Cross Border OL projektu dali su podatak da na ovom području rastu 294 vrste i podvrste vaskularnih biljaka. Od 294 vrste, dvije vrste zaštićene su nacionalnim zakonom. Takođe, identifikovano je 6 endemske vrsta koje su se mogle naći samo na području planinskog masiva Rumije i njenim padinama.

U navedenom istraživanju identifikovana su tri glavna faktora bogatstva i raznolikosti flore na području Džidžarina:

1. Topla mediteranska klima;
2. Različite poljoprivredne prakse u maslinjacima;
3. Prisustvo različitih prirodnih staništa u maslinjacima.

Džidžarin is very similar to olive orchards in Italy and especially to those in Albania, in the terms of natural characteristics, biodiversity richness as well as traditional agronomic practices.

The coastal area of the three countries is located in the heart of the Adriatic region and therefore the pedo-climatic conditions are similar. The region of Džidžarin olive orchard is characterized by an average air temperature equal to 15.6°C, average annual rainfall of 1480.8 mm, numerous sunny days, and mild winters with rare frosts. These climatic conditions created prerequisites for a long vegetative season and therefore for rich biodiversity. Results of the local experimental research performed by experts during the Cross Border OL project showed that 294 species and subspecies of vascular plants grow in this area. Out of 294 species in total, two species are protected by the national law. Also, there were 6 endemic species identified that could be found only in the area of Rumija mountain massif and its slopes.

In this research, three main factors for richness and diversity of flora in the area of Džidžarin were identified:

1. Warm Mediterranean climate;
2. Different management practices in various orchards;
3. Presence of various natural habitats in the grove.

Istraživanje biodiverziteta identifikovalo je pet karakteristika lokalne flore i njenih potencijala:

1. Dalja zaštita i povećanje kvaliteta zeljastih biljaka u maslinjacima;
2. Zaštićene vrste;
3. Biljne vrste sa ljekovitim potencijalom;
4. Jestive biljke (iskoristive u kulinarstvu);
5. Endemske vrste.

This biodiversity research recognized and identified five characteristics of the local flora and defined its potentials:

1. Further protection and quality improvement of herbs in olive groves;
2. Protected species;
3. Plant species with medical potential;
4. Edible plants (to be used in gastronomy);
5. Endemic species.



Cyclamen Hederifolium

zaštićene vrste / protected species



Spiranthes Spiralis

Veliki potencijal leži u daljoj preradi i upotrebi bilja u medicinske i gastronomiske svrhe, a postoje i dobri preduslovi za brendiranje i izvoz određenih biljnih proizvoda sa ovog područja.

U studiji je data preporuka da se turistički valorizuje i bogat biodiverzitet, kroz organizaciju pješačkih tura. Kako je maslinjak Džidžarin ukupne površine 70 ha, mogu se osmislitи ture za posjetioce različitog nivoa fizičke spremnosti. Kraće ture treba da sadrže upoznavanje sa osnovnim karakteristikama elemenata flore u blizini najznačajnijih turističkih atrakcija, dok se za prave avanturiste može organizovati istraživanje pejzaža, upoznavanje sa različitim kategorijama flore, kao i „sportska potraga“ za zaštićenim biljnim vrstama.

Great potential is observed in the processing and usage of herbs for medical and gastronomic purposes, as well as great preconditions for branding and exporting certain herbal products from this area.

In this study, there is a recommendation for tourist valorization of rich biodiversity through the organization of walking tours. Džidžarin has a large surface area of 70 ha and various tours may be organized, for visitors of different stamina levels. Shorter tours should include meeting with basic characteristics of flora elements nearby the most significant tourist attractions, while for the real adventurists, we propose landscape research with identification of different flora categories, as well as “sport searching” of endemic and protected plant species.

POLJOPRIVREDNI SEKTOR:	AGRICULTURAL SECTOR:
proizvodnja i prerada	production and processing
<p>Maslinarstvo je jedna od najznačajnijih poljoprivrednih grana u Crnoj Gori. Lokalne i nacionalne institucije, u saradnji sa individualnim proizvođačima i nevladnim organizacijama, mjerama podrške i savjetodavnim uslugama rade na poboljšanju uslova u ovom sektoru. Uzimajući u obzir fragmentisanost parcela, veliki broj vlasnika i stanje stabala, evidentno je da dug put pred nama kada je riječ o unapređenju maslinarstva.</p> <p>Pravilan uzgoj maslina prvi je korak uspješnog maslinarstva, dok je prerada ploda u konzumnu maslinu i proizvodnja kvalitetnog maslinovog ulja finalni korak kojem svi lokalni maslinari teže. Brojni maslinjaci u Džidžarinu su nažalost bili zanemarivani u posljednjih nekoliko decenija; međutim, započete su aktivnosti u oblasti revitalizacije starih stabala. Proces revitalizacije izvršen je samo na 20-25% od ukupnog broja stabala, što je i dalje nizak procenat. Zadatak u budućem periodu, jeste da nastave sa procesom revitalizacije stabala u ovim maslinjacima, koji su, prema broju i starosti, neizmjerno blago Baru i cijele Crne Gore. Proces regeneracije starih, zapanjenih i napanjenih maslina prvenstveno podrazumijeva rigorozno orezivanje maslina – djelimično ili potpuno uklanjanje krošnji u situacijama kada je maslinovo drvo nepopravljivo oštećeno. Drugi način rigorozne rezidbe zapravo predstavlja potpunu regeneraciju masline i savjetuje se i opravdava samo u određenim slučajevima. Jedan od razloga rijetke primjene ove agrotehničke mjere je velika osjetljivost mlađih grana koje rastu iz korjena masline.</p>	<p>Olive growing is one of the main agricultural branches in Montenegro. Local and national institutions cooperate with individual farmers and non-governmental organizations through different subsidy programs and advisory services to improve conditions in this sector. Taking into consideration the fragmentation of parcels, a large number of proprietors and the health status of the ancient trees, a long road for intensification is ahead of us.</p> <p>Proper growing of olive trees is the first step for successful oliculture, while the olive processing into edible fruit and production of quality olive oil is the final step to which all of the local growers strive. Unfortunately, olive groves in Džidžarin have been often neglected in the last few decades; however, activities in the domain of revitalization of the old olive trees initiated. The revitalization process was implemented only at 20-25% of the total number of olive trees so far, still remaining at an unsatisfactory level. The task for the future period, for both the owners and institutions with this scope, is to proceed with the revitalization of ancient trees, that represent an immeasurable treasure for Bar municipality and the whole of Montenegro. The regeneration process of old neglected and abandoned olive trees includes radical pruning of the trees – partial or full canopy removal, in the cases when olive wood is irreparably damaged. The second manner of radical pruning is the full regeneration of the olive trees and it is advisable and justified only in special cases. Highly sensitive young branches, growing from the olive root system, are one of the reasons for the rare implementation of this agro-technical measure.</p>

Proces revitalizacije zahtijeva posebnu njegu tretiranih stabala u vidu redovne obrade zemljišta, đubrenja kao i fizičke zaštite mladih i osjetljivih grana iz kojih se razvijaju sadnice masline.

U oblasti prerade ploda masline u maslinovo ulje, trenutno stanje je slično kao i u oblasti njegе maslinovih stabala. Maslinari i uljari sa teritorije Bara djeluju udruženo još od 1957. godine. Trenutno postoje dva zvanična udruženja maslinara čiji su članovi vlasnici maslinjaka na teritoriji Opštine Bar. To su Društvo maslinara Bar koje formalno postoji kao nevladina organizacija još od 2002. godine, i drugo je Udruženje maslinara Antivari koje je zvanično formirano u februaru 2020. godine i okuplja oko 150 maslinara i uljara sa teritorijem opštine Bar. Opseg aktivnosti oba udruženja podrazumijeva obnavljanje starih i napuštenih maslinjaka, sadnju novih stabala maslina, kao i primjenu tradicionalnih i savremenih agrotehničkih mjera. Ukratko, Bar je tokom vjekova oduvijek bio široko prepoznat kao grad proizvodnje maslinovog ulja; međutim, tokom 70-ih i 80-ih ova poljoprivredna grana je izgubila na značaju. S tim u vezi, osnovni cilj udruženja maslinara je da vrati staru vrijednost i značaj maslinarstvu u Baru.

Proizvodnja sadnica maslina je nedovoljna, posebno proizvodnja sadnica autohtone sorte Žutica, čija je proizvodnja ograničena na svega nekoliko lokalnih rasadnika, zatim proizvodne kapacitete rasadnika Srednje stručne škole, Biotehničkog fakulteta i nekoliko privatnih proizvođača.

The revitalization process requires special care of treated olive trees in terms of their regular tillage, fertilization, and physical protection of young and gentle branches that will grow into the olive seedlings.

The current situation of olive fruit processing and olive oil production is similar to that in the domain of olive growing. Olive growers and olive oil producers from Bar are associated from 1957. There are two local growers' associations whose members are proprietors of olive trees in plantations within Bar municipality. Those are the Association of Olive Growers Bar that formally exists as a non-governmental association from 2002 and Association of Olive Growers Antivari, officially founded in February 2020, gathering 150 olive growers and producers from the area of Bar municipality as well. Scope of both associations' activities includes renewal of the old and abandoned olive groves, planting new olive trees, implementation of contemporary agro-technical measures. In a nutshell, Bar has been well-known for the olive oil production throughout the centuries; however, during the 70s and 80s, this agricultural branch lost its high significance. Therefore, the main aim of olive growers' associations is to return the traditional value and importance of olive growing in Bar.

Production of olive plant material (olive seedlings) on the local level is insufficient, especially the production of autochthonous variety Žutica seedlings. The production is limited to the production capacities of the few local nurseries, such as those of Secondary Vocational School, Biotechnical Faculty and few private producers.

Ukupan fond sadnog materijala na lokalnom nivou nije zvanično evidentiran. Ovaj važan i koristan projekat bi omogućio bolju informisanost maslinara o stanju na tržištu, što bi bilo od značajne koristi za lokalne proizvođače koji planiraju da prošire postojeće i podignu nove maslinjake.

Bilo bi vrlo korisno kreirati online bazu podataka koja omogućava pristup sortimentu i raspoloživim količinama na lokalnom i/ili nacionalnom nivou. Ovaj postupak bi sadni materijal učinio dostupnijim. Kreiranje baze podataka bi se moglo povjeriti Srednjoj stručnoj školi, kao i Biotehničkom fakultetu, jer ove institucije proizvode sertifikovani biljni materijal na lokalnom nivou. Osim količine, kvalitet biljnog materijala je podjednako važan. Kontrolu kvaliteta biljnog materijala vrši Biotehnički fakultet u svojem rasadniku u Baru, kao i Srednja stručna škola na materijalu proizvedenom u sopstvenim rasadnicima.

Poljoprivredne prakse (obrada zemljišta, zaštita, berba) koje su maslinari primjenjivali tokom posljednjih nekoliko godina odgovaraju savremenim praksama u razvijenim maslinarskim zemljama; međutim, primjenjuje ih nedovoljan broj maslinara. Vlasnici maslinjaka u Džidžarinu imaju važan zadatak - primjenu savremenih poljoprivrednih praksi u svojim maslinjacima, u saradnji sa nadležnim institucijama; posebno u domenu rezidbe (revitalizacija i obnova starih maslinjaka, dubrenje, prihrana, obrada zemljišta, zaštita od štetocina i bolesti, berba).

Prerada ploda masline u maslinovo ulje obavlja se u šest prerađivačkih pogona kao usluga lokalnim maslinarima. Dva mlina se nalaze u neposrednoj blizini Džidžarina, „MDS“ i „Uljara Martinović“.

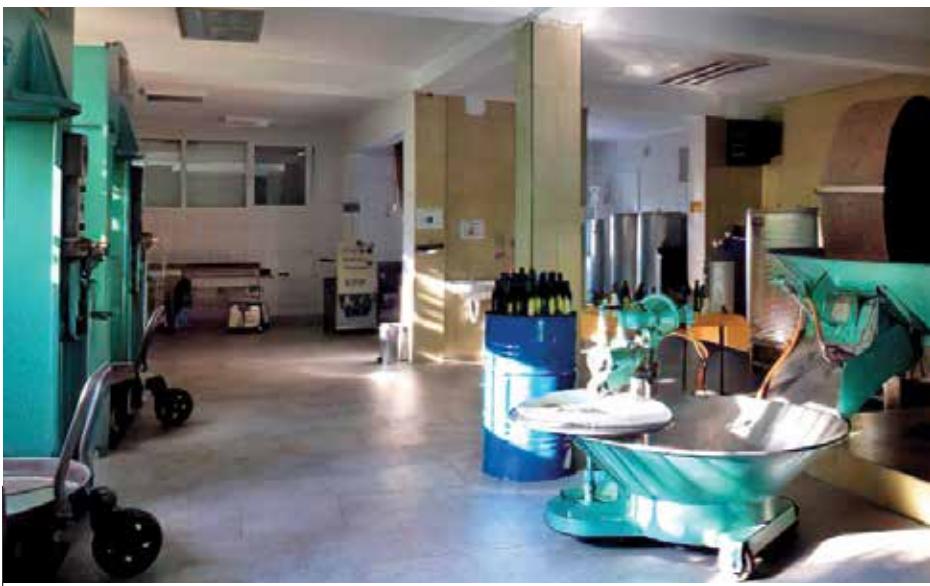
Total capacities of olive planting material on the local level are not officially recorded. This important and significant project would enable olive growers to be informed about the state on the market, which would be useful for local growers that plan to expand the existing ones and establish new olive orchards.

It would be highly useful to create an online database that enables access to available olive varieties and their quantities on a local and/or national level. This procedure would make planting material more available. Creating a database should be entrusted to Secondary Vocational School and Biotechnical Faculty since these institutions produce certified plant material on the local level. Except for quantity evidence, the quality of plant material is equally important. Quality control of planting material is performed by Biotechnical Faculty in their local nursery. Also, Secondary Vocational School controls the plant material produced in their nurseries.

Agricultural practices (tillage, protection, harvesting) that olive growers were implementing during the last couple of years correspond with modern practices in developed olive countries; however, they are implemented by an insufficient number of olive producers. Olive orchards proprietors in Džidžarin have an important task for the future - implementation of contemporary agricultural practices on all olive trees in cooperation with institutions in charge; focusing on pruning (revitalization and renewal of old groves, fertilization, supplementation, tillage, pest and disease protection, harvesting).

Olive oil production is performed by the six processing units (two of them are in the immediate vicinity of Džidžarin) as a service for local olive growers. Two mills are located in the immediate vicinity of Džidžarin, MDS and Uljara Martinović.





Pogon za proizvodnju
maslinovog ulja MDS /
Olive oil mill MDS

Pogon za proizvodnju
maslinovog ulja
OLIOPROM /
Olive oil mill OLIOPROM



Anketiranje maslinara i uljara sprovedeno je u februaru 2019. godine (CROSS BORDER OL) kako bi se provjerile i potvrdile uobičajene poljoprivredne prakse koje se sprovode u projektnom području. Sažetak rezultata je prikazan u nastavku :

Olive producers surveying was conducted in February 2019 (Cross Border OL) to check and validate ordinary agronomic practices that are often implemented in the project area. A summary of the results is presented below:

Karakteristike	Vrijednosti
Površina	=70 ha
Procijenjen broj stabala masline	=10 000 stabala
Broj stabala po hektaru	= 140 stabala
Prinos po stablu	= 4-8 kg/stablu
Procijenjen broj starih stabala	≥ 5 000 stabala
Procenat učešća starih stabala	≥ 50%
Prinos po starom stablu	= 4-8 kg/stablu
Oblik sadnje u stariim maslinjacima	Uglavnom nepravilan zbog reljeфа
Međusadnja drugih voćnih vrsta	Ne, isključivo maslinjak
Medusadnja ratarskih i povrtarskih kultura	Ne, isključivo maslinjak
Mlada stabla masline	Da, u oko 20% maslinjaka
Vlasništvo maslinjaka	Javno-privatno
Prosječna starost privatnih vlasnika	Porodično/generacijski
Napušteni stari maslinjaci	Rijetko, ako vlasnik živi u inostranstvu
Pristupačnost i funkcionalnost infrastrukture u ruralnom području	Hitne popravke
Dostupnost mlinova	Da, dva milna
Agroturističke aktivnosti se sprovode u ovom području	Da, turističke ture iz Starog grada
Potencijal za ekspanziju agroturizma	Visok (istorijsko-kulturni)
Glavne prijetnje stariim maslinjacima	Insekt muva masline, ljetnji požari

Table 1:
Summary
of ordinary
agronomic
practices

Imported from the brochure „Best agronomic practices for conservation of ancient olive orchard“ (Municipality of Bar, CROSS BORDER OL, 2019)

Tabela 1:
Sažetak
identifikovanih
poljoprivrednih praksi

Preuzeto iz brošure "Najbolje poljoprivredne prakse za očuvanje starih maslinjaka" (Opština Bar, CROSS BORDER OL, 2019)

Characteristics	Values
Surface area	=70ha
Estimated number of total olive trees	=10 000 trees
Number of trees per ha	= 140 trees
Yield per tree	= 4-8 kg/tree
Estimated number of ancient trees	≥ 5 000 trees
Estimated percentage of ancient trees	≥ 50%
Yield per ancient olive tree	= 4-8 kg/tree
Plantation shape in AOOs	Mostly irregular due to relief
Intercropping with other fruit trees	No, single olive orchards
Intercropping with cereals/vegetables	No, single olive orchards
Younger trees mixed with AOOs	Yes, in about 20% of the complex
Ownership of the olive orchard	public-private
Average age of private owners	N/A (family business)
Abundant ancient olive orchards	Rare (if the owner lives abroad)
Rural infrastructure availability and functionality	Need for urgent repairs
Availability of olive oil mills	Yes, two mills
Agri-tourism activities on-going in this area	Yes (touristic tours from Old town)
Potential for expansion of agri-tourism	Very high (historical-cultural assets)
Main threats to AOOs	Insect "Olive fruit fly" and summer fires

Rezidba:

Orezivanje je nezamjenjiva praksa u svim, a posebno u starim maslinjacima, jer pomaže u održavanju ravnoteže između vegetativnog i reproduktivnog sistema, omogućava prodor svjetlosti unutar krošnje i pruža aeraciju krošnje, što je od posebnog značaja jer nedovoljno prozračivanje ubrzava širenje gljivičnih bolesti.

Pruning:

Pruning is an indispensable management practice for all olive groves and in particular for AOOs as it helps balancing the relationship between vegetative and reproductive systems, enables penetration of the light into the canopy, and provides canopy aeration, which is of high importance since insufficient aeration accelerates the spread of fungal diseases.

- **Redovnost rezidbe u Džidžarinu:**

- o Dugo vremena zapušteni, nerezani maslinjaci
- o Na svake 2 do 5 godina
- o **Svake ili svake druge godine:** lako se rezidba redovno sprovodi u većini maslinjaka, postoji naročita potreba za smanjenjem visine stabala s obzirom na to da je većina od 7 do 10 metara visine, a neki čak i do 15 metara. Ovo je ozbiljna restrikcija u primjeni intenzivnih poljoprivrednih praksi.

- **Frequency of pruning in Džidžarin:**

- o Neglected for a long time
- o Performed 2 to 5 years
- o **Performed 1 to 2 years:** Even though pruning is regularly performed in most of the orchards, there is a strong need for reducing tree height since the majority of the trees are from 7 to 10 meters high, going up to 15 meters. This is a strong restriction for the implementation of intensive agriculture.

Obrada zemljišta i đubrenje:

Meliorativne mjere su od izuzetne važnosti za održavanje i povećanje nivoa plodnosti samog zemljišta, kao i postizanje zadovoljavajućeg prinosa maslina i maslinovog ulja. Održivo upravljanje zemljištem čuva isto od erozije i pomaže u održavanju biljnog pokrivača na nagibima, time povećavajući plodnost i čuvajući biodiverzitet. Veoma je važno da se đubrenje dozira nakon sprovedenih analiza zemljišta, a shodno stanju stabla, dostupnoj vlažnosti zemljišta, kao i reakciji masline u vidu povećanja prinosa u odnosu na tip i količinu unijetog đubriva.

Soil management and fertilization:

Soil management and amelioration measures are very important for maintaining and increasing soil fertility, as well as for achieving a satisfactory yield of olives and olive oil. Sustainable soil management protects soil from erosion processes and helps maintaining vegetation cover along the slopes, thus increasing soil fertility and conserving biodiversity. It is very important to add manure and fertilizer only after performing soil analysis, and based on the health status of the trees, soil water content, as well as yield increment according to the fertilizer type and quantity added.

Način i vrijeme đubrenja:

Gro maslinovog korijenovog sistema je na dubini od 15 do 20 cm. Stoga, preporučljivo je da se kalijum i fosfor, kao slabo pokretljivi elementi, unose dublje u zemljište prilikom obrade, u zavisnosti od rezultata agrohemiske analize zemljišta. U maslinjaku Džidžarin, agrohemiske analize zemljišta su pokazale da aplikacija đubriva u teorijskom smislu nije uvijek jednostavna za primjeniti u praksi. Za lokacije kao što je Džidžarin, preporučuje se prihrana osnovnih nutrijenata injektiranjem i dodavanje mikroelemenata kroz folijarnu aplikaciju. Jedan od najboljih primjera zaštite i đubrenja je tradicionalno ovčarstvo. Veoma je preporučljivo da stada ovaca budu prisutna u maslinjacima iz razloga što održavaju biljni pokrivač, preventivno djeluju na šumske požare jer se hrane najbrže zapaljivim, srednjim rastinjem, a takođe dokazano je da se hrane i plodovima inficiranim muvom masline.

Method and time of fertilization:

The largest amount of the olive root system mass is located from 15 to 20 cm of soil depth. Therefore, it is recommended that potassium and phosphorous fertilizers, as slowly mobile elements, be applied during deep soil cultivation, in quantities depending on the agrochemical soil analysis. In Džidžarin, agrochemical soil analyses were conducted indicating that the theoretical application described above is not always easy to apply in practice. For locations such as Džidžarin, it is recommended to feed basic nutrition by injection and addition of microelements through foliar application. One of the best examples of landscape protection and soil nutrition is traditional sheep farming. It is advisable to let the sheep flocks within olive orchards since they maintain herb canopy, prevent fires by eating middle-size shrubs that are highly flammable, and eat the olive fruit contaminated by Olive fruit fly pest.



Zemljišni profil u Džidžarinu /
Soil profile opening in Džidžarin



Tabela 2:
Agrohemijačka analiza zemljišta uzorkovanog u Džidžarinu

Dubina cm	pH H ₂ O	CaCO ₃ KCl	Humus %	P ₂ O ₅ mg/100g zemljišta	K ₂ O %
0-6	7.65	7.08	8.5	7.87	57.6
6-29	7.7	7.16	10.8	2.96	3.6
29-59	7.48	6.9	16.1	1.45	1.4
59-78	7.61	6.99	14.2	1.13	0.7
78-100	7.58	6.95	11.8	0.96	1.2

Tabela 3:
Aktivnosti upravljanja zemljištem u Džidžarinu

POLJOPRIVREDNE PRAKSE	
Ućestalost đubrenja u toku sezone	1-2 puta
Tip đubriva	Organicko i NPK đubrivo
Aplikacija zelenišnog đubriva kroz leguminozni pokrivač	Ne koristi se
Orezane grane koriste se kao izvor hraniva	Ne koriste se
Maslinjaci zaštićeni terasama	Da, najčešće izdužene, ali nekada i polukružnog oblika
Košenje korova svake sezone	Da, nekoliko puta
Korištenje malča	Ne koristi se
Obrada zemljišta	Jesen: obrada na 30-60cm dubine; Rano proljeće: plitka obrada zemljišta
Zemljišne analize u cilju provjere plodnosti	Rijetko u starijim maslinjacima; redovno u mladim maslinjacima (analize zemljišta na Biotehničkom fakultetu)
Navodnjavanje u maslinjacima	Samo u mladim maslinjacima, mikro-irigacioni sistemi ("kap po kap")

Depth cm	pH H ₂ O	CaCO ₃ KCl	Humus %	P ₂ O ₅ mg/100g of soil	K ₂ O %
0-6	7.65	7.08	8.5	7.87	57.6
6-29	7.7	7.16	10.8	2.96	3.6
29-59	7.48	6.9	16.1	1.45	1.4
59-78	7.61	6.99	14.2	1.13	0.7
78-100	7.58	6.95	11.8	0.96	1.2

Table 2:
Agrochemical soil analysis from Džidžarin soil samples

AGRONOMIC PRACTICES	
Frequency of fertilization each growing season	1-2 times
Form of fertilization	Organic manure and NPK fertilizer
Application of green manure by planning legume cover crops	Not used
Chopped pruning branches used as fertilization sources	Not used
Olive groves protected by terraces	Yes, often elongated and sometimes semi-circle
Weeds cut each season	Yes, few times
Application of mulching	Not used
Implementation of tillage	Autumn: tillage on 30-60cm depth; Early spring: Shallow soil conservation
Soil analysis to check soil fertility	Rare in ancient orchards; regularly in young orchards (soil analysis at Biotechnical Faculty)
Irrigation of olive trees	Only in young orchards, micro irrigation systems ("drop by drop")

Table 3:
Soil management practices in Džidžarin

Zaštita od bolesti i štetočina:

Masline su podložne napadu brojnih patogena i štetočina. Najčešće su: Muva masline (*Bactrocera oleae*), Maslinin moljac (*Prays oleae Bem.*), Maslinin medić (*Saissetia oleae*), Paunovo oko (*Spilocea oleagina*) i drugi. Najveći problem u gajenju starih maslina je njihova zaštita. Ona se sprovodi u zanemarljivom obliku, dok je šteta koju prouzrokuju Muva masline i druge bolesti i štetočine veoma velika. Prije desetak godina, zaštita maslina je vršena avionskim prskanjem i kvantitet i kvalitet maslinovog ulja bio je značajno bolji. Ipak, zbog zagađenja životne sredine, ova praksa je napuštena i maslinari samostalno sprovode zaštitu; međutim, ne vrše redovnu zaštitu uslijed slabo pristupačnog terena za ulaz mehanizacije. Sa druge strane, održavanje balansa između korisnih insekata koji borave u obližnjoj vegetaciji i agrobiodiverziteta je krucijalno u promociji pravilnog („priateljskog“) načina borbe protiv štetočina i patogena koji negativno utiču na plod masline. Kako je Muva masline (*Bactrocera oleae*) najopasnija štetočina za lokalne maslinare koja desetkuje prinose, svake godine se Mc Phail klopke i žute table postavljaju sa ciljem praćenja ovog insekta. Pažljivim monitoringom i u konsultaciji sa nacionalnim institucijama (Biotehnički fakultet i Ministarstvo poljoprivrede, šumarstva i vodoprivrede), pisma obaveštenja se šalju maslinarima sa preporukama kako da efikasno i uspješno obave zaštitu kako u Džidžarinu, tako i na području Bara, koristeći hemijsku zaštitu (Imidan 50 WG, Perfektion, Cromogor, Buminal itd.).

Primjer pakovanja i etiketiranja maslinovog ulja lokalnog proizvođača /
An example of packaging and labeling by local olive oil producer

Pest and pathogen management:

Olives are vulnerable and susceptible to numerous pests and diseases. The most common are Olive fly (*Bactrocera oleae*), Olive moth (*Prays oleae*), Olive black scale (*Saissetia olea*), Peacock's spot (*Spilocea oleagina*), and others. A major problem in the cultivation of old olive trees is their protection. It is carried out to a negligible extent, and damage caused by the Olive fly and other pests and diseases is very high. About ten years ago, airplane protection of olives was carried out and the quality and quantity of olive and olive oil was significantly better. However, due to the environmental pollution, this kind of protection was abandoned, and farmers perform protection by themselves; however, not regularly due to the poorly accessible terrain for mechanization entrance. On the other hand, maintaining a balance between beneficial insects living in nearby vegetation and agrobiodiversity is crucial in promoting a proper ("friendly") way of fighting pests and pathogens that negatively affect olives. Since the Olive fruit fly (*Bactrocera oleae*) is the most dangerous pest for the local olive growers, each year Mc Phail traps and yellow plates are used for monitoring this insect. After precise monitoring and consultation with national institutions (Biotechnical Faculty and Ministry of Agriculture, Forestry and Water management), notifications are sent to the farmers with recommendations on how to efficiently and successfully combat the main pest in the area of Džidžarin and other olive areas in Bar, using chemical protection (Imidan 50 WG, Perfektion, Cromogor, Buminal, etc.).



Berba maslina:

Berba maslina mora se obaviti u skladu sa tempom sazrijevanja ploda kako bi se dobio najbolji kvalitet maslinovog ulja. Uopšteno govoreći, rana berba dovodi do proizvodnje zelenog maslinovog ulja sa visokim nivoom gorcine i pikantnosti uslijed značajnog sadržaja fenola. Kasna berba daje ulje žute boje koje je manje gorko i ukusnije za većinu konzumenata. Ipak, postoji različita razmatranja koja treba uzeti u obzir prilikom određivanja momenta berbe (sorta i klimatske karakteristike). U slučaju kasnog, odnosno intenzivnoga napada muve masline, preporučuje se da se odmah počne sa berbom kako bi se preduhitrilo smanjenje količine i kvaliteta ulja.

Načini berbe su veoma važni kako bi se izbjegli udari i oštećenja maslinovog ploda prilikom branja, koji loše utiču na kvalitet proizvedenog maslinovog ulja. Plodovi maslina moraju da ostanu neoštećeni prilikom berbe i trebaju biti ubrani, a ne sakupljeni sa zemlje, kao i da budu što prije donešeni do mlina nakon berbe. Preporučuje se da ovaj period ne bude duži od 24h.

- **Berba maslina u Džidžarinu:**

- o Ručno: Da, najčešće
- o Ručnim oruđem za berbu: Da, kao pomoćni alat
- o Mehaničkim tresačima: Ne
- o Traktorski vučenim tresačima: Ne

Pakovanje i etiketiranje uglavnom se obavlja kao usluga proizvođačima u uljarama u posljednjih nekoliko godina, dok neki od maslinara to rade samostalno (kućna izrada pakovanja i etiketa). Nakon sprovođenja procedure za zaštitu proizvoda „barskog maslinovog ulja“ na nacionalnom nivou, na pakovanjima maslinovog ulja proizведенog u strogo kontrolisanim uslovima naći će se i jedinstvena registraciona oznaka.

Olive harvesting:

Harvesting time must coincide with the ripening of the fruits to produce the highest quality olive oil. In general, early harvesting leads to the production of green color oil with a higher level of bitterness and pungency due to the high phenol content level. Late harvesting leads to the production of olive oil yellowish in color but less bitter and tastier for many consumers. Hence, there are various considerations to be taken into account when establishing the right moment to harvest (variety and climate). In case of late and intensive olive fly attacks, it is advisable to anticipate the harvesting to avoid both oil quality and quantity reduction.

Harvesting methods are very important to avoid bruising and damaging of olive fruits that affect negatively olive oil production. Olive fruits have to remain undamaged, harvested from the trees, not collected from the ground, as well as to be brought as soon as possible to the mill after the harvesting. It is recommended that this period is no longer than 24 hours.

- **Olive harvesting in Džidžarin:**

- o By hand: Yes, mostly
- o By harvest tools: Yes, as auxiliary tools
- o By mechanical shakers: No
- o By tractor shakers: No

Packaging and labeling have been performed as a service in olive mills during the last couple of years, while some of the olive growers do it by themselves (home-made packages and labels). After conducting the procedure for product protection at the national level ("Olive oil from Bar"), each olive oil produced in strictly controlled conditions will contain the special label of geographic origin.

TRENUTNA PONUDA I PREPOZNATI POTENCIJALI ZA DALJI RAZVOJ ZANATSTVA

Ručna izrada suvenira od maslinovog drveta

CURRENT OFFER AND POTENTIALS FOR FURTHER HANDCRAFT DEVELOPMENT

Handmade souvenirs from olive wood

Iako je maslinarstvo oduvijek prisutno u ovim krajevima, interesantno je da ne postoji duga tradicija prerađe maslinovog drveta u svrhu proizvodnje suvenira i/ili za proizvodnju predmeta sa upotrebnom vrijednošću (namještaj, alatke itd). Glavni razlog je nedostatak sirovine uslijed neadekvatne i nedovoljne rezidbe. U našim maslinjacima su tako prisutna stabla maslina visine od 12 do 15 metara. Ovakva poljoprivredna praksa ne obezbeđuje dovoljne količine i željeni kvalitet maslinovog drveta za obradu.

Even though olive production is a traditional practice in the area, it is interesting that there has not been a long tradition of olive wood processing for souvenirs and other useful objects (tables, tools, etc) production. The main reason is insufficient raw material, due to inadequate pruning. In our olive groves, most of the trees are from 12 to 15 m high. This management practice does not provide high quantity and quality olive wood as raw material.



Skulptura i sto od maslinovog drveta (ručno rađen)
/ Sculpture and table made from olive wood
(handmade)



Upotrebni predmeti od maslinovog drveta/
Usable objects made from the olive wood

U domenu prerade maslinovog drveta nedovoljno je lokalnih proizvođača suvenira od maslinovog drveta, koji se preradom bave kao sekundarnim zanimanjem ili iz hobija.

Uzimajući u obzir da su u maslinjaku Džidžarin započete intenzivne prakse regeneracije starih stabala maslina, u budućnosti se mogu očekivati veće količine kvalitetnog maslinovog drveta, što će doprinijeti razvoju ove aktivnosti.

The current situation in the field of olive wood processing is limited and there are few local producers of souvenirs that are engaged in processing as their secondary occupation or hobby. Taking into consideration that intensive practices of ancient olive trees regeneration initiated in Džidžarin olive orchard higher quantities of quality olive wood are expected in the future, which will contribute to the development of this activity.



Sapuni i kozmetika napravljeni od maslinovog ulja / Soaps and cosmetics made from olive oil

S druge strane, proizvodnja sapuna i ostalih kozmetičkih proizvoda od maslinovog ulja ima dugu tradiciju na području barske opštine, a od početka XX vijeka je dobila industrijski karakter, kada je u neposrednoj blizini Džidžarina, postojala fabrika za proizvodnju sapuna od maslinovog ulja kojima je snabdijevana i kraljevska porodica.

Prerada drveta, ali i proizvodnja sapuna i ostalih kozmetičkih proizvoda od maslinovog ulja predstavlja veliki potencijal koji se može brzo i jednostavno valorizovati, naročito danas kada je povećana tražnja za prirodnim, tradicionalno proizvedenim kozmetičkim proizvodima.

On the other hand, the production of soaps and other cosmetic products from olive oil has a long tradition at the territory of Bar, and from the beginning of the XX century, it gained an industrial character, when in the immediate vicinity of Džidžarin, there was a factory for the production of olive oil soaps, used by the royal family as well.

Both olive wood processing and olive oil-based soap and cosmetics products have high potentials for fast valorization. Nowadays, there is an increased demand for natural cosmetics produced in the traditional manner.

GASTRONOMSKI PROIZVODI :

Upotreba maslina u kulinarstvu i tradicionalni recepti sa plodovima maslina

Gastronomija i maslinovo ulje su dva neodvojiva elementa, posebno znajući da maslinovo ulje samo po sebi predstavlja hranu i lijek. Maslinovo ulje je kroz vjekove bilo prisutno u ishrani ljudi sa područja Bar-a, o čemu svjedoče brojni recepti sa maslinovim uljem i stonim maslinama kao sastojcima. Maslinovo ulje i plod masline od autohtone sorte Žutica, pripremljen na poseban, lokalni način, predstavljali su okosnicu ishrane. Grupa autora objavila je knjigu „Tradicionalna barska kuhinja“ 2008. godine koja sadrži brojne originalne recepte lokalnih jela koji se tradicionalno pripremaju na području opštine Bar. Izdvajamo lokalni način pripreme plodova masline za stonu upotrebu, od zelenog i crnog ploda masline sorte Žutica. Zelene masline stavljaju se u vodu od 9 do 12 dana, u zavisnosti od faze zrelosti, kako bi se uklonio gorak ukus, a dalje se konzerviraju u salamuri od 12% do 15%, bez dodavanja konzervansa.

Kako je Žutica sorta masline sa visokim procentom maslinovog ulja, njen koznervirani plod ima vrlo specifičan ukus. Takođe, crni zreli maslinov plod Žutice, pritisnut ispod kamena u vrećama od prirodnog materijala (juta, konoplja i dr.) predstavlja poseban postupak konzerviranja koji omogućava uklanjanje vegetativne vode i gorcine iz ploda pod pritiskom. Upotreba krupne morske soli za konzerviranje zaokružuje jedinstveni način pripreme konzumne crne masline na barski način.

GASTRONOMIC PRODUCTS:

Usage of olives in gastronomy and traditional recipes with olive fruits

Gastronomy and olive oil are two inseparable elements, especially having in mind that olive oil itself represents both food and medicine. Olive oil has been part of the nutrition in the area of Bar throughout the centuries, and therefore numerous recipes include olive oil and table olive fruits as ingredients. Olive oil and olive fruit from autochthonous olive variety Žutica have been traditionally prepared in a special local manner. These ingredients represented the basis of nutrition in this area. Group of authors published the book Traditional Bar cuisine in 2008. This book includes numerous original receipts of local meals that have been traditionally prepared in the area of Bar municipality. We want to highlight the local manner of green and black table olive preparation. Beaten green olives are placed in the water for 9 to 12 days, depending on the phase of its maturity (ripening stage), to remove the bitter taste. After that, 12% to 15% of brine is added to the fruits, without any other preservative addition.

Since Žutica is olive variety for olive oil production, its fruit has a very specific taste. Furthermore, black, mature olive fruit of Žutica, put in the bags made from natural material (jute, hemp, etc.) and pressed under the rock, represent special canning procedure that enables removal of vegetative water and bitterness from the fruit under the pressure. The usage of large sea salt for canning purposes finalizes this unique method of black table olives preparation.

Lokalni proizvodi od maslina i maslinovog ulja /
Local products made from olives and olive oil





Tučena zelena maslina / Beaten green olive



Presovana crna maslina / Pressed black olive

Lokalni proizvodi od maslina i maslinovog ulja / Local products made from olives and olive oil



Stari maslinjaci na području Bara predstavljaju identitetski element područja, neraskidivo povezan sa istorijom i kulturom Mediterana, njegovim predjelima, gastronomskim navikama i načinom življenja. Osim poljoprivrednog značaja, maslinjaci su oduvijek predstavljali fundamentalni element u ekonomiji teritorija na ovom području. S tim u vezi, uključivanjem svih elemenata (poljoprivrednih aktivnosti, bogatstva flore i faune, kulturno-istorijskih vrijednosti, raznovrsne gastronomije) daje se značajan doprinos obogaćivanju cijelogodišnje turističke ponude.

Izvanredna atrakcija za ljubitelje aktivnog i adrenalinskog odmora je kanjoning. Ovo je benefit barske opštine koji svake godine privlači značajnu pažnju lokalnih posjetioca i turista. Kanjon Rikavca, ali i kanjoni Međureč, Vruća rijeka, Nikezića potok i Perin potok su budući biseri turizma Bara i atraktivni turistički proizvodi koji će obogatiti turističku ponudu cijele Crne Gore. Ovo je prepoznato od strane Opštine Bar i Turističke organizacije Bar i uvršteno u relevantna strateška dokumenta.

Takođe, u blizini se nalazi put prema selu Turčini gdje se nalazi bajkoviti vodopad i Šestanski vir, koji je sve popularniji među lokalnim stanovništvom u posljednjih nekoliko godina. Na putu do ovog sela može se uživati u predivnom pogledu, čuvenim Spilama, brojnim kulturnim znamenitostima, bogatoj flori i fauni. Ovi predjeli su prirodna staništa brojnih vrsta ptica (divlji golub, planinski soko, jarebica, prepelica itd.) što ovo područje čini atraktivnom destinacijom i za posmatranje ptica. Ljubitelji sportskog ribolova mogu uživati u bogatstvu ribljeg svijeta i nekim rijetkim vrstama kao što su jegulja i mrena.

Planinarenje je neizostavna aktivnost u ovom području, a oni fizički spremniji se mogu oprobati u atraktivnoj planinarskoj ruti do vrha Rumije (1595 m) i Lisinje (1353 m).

Ancient olive groves in the area of Bar represent an identity element of the area, linked strongly to the history and culture of the Mediterranean, its landscapes, gastronomic habits, and way of living. In addition to the agricultural importance, olive groves have always been a fundamental element in the economy of the territories in this area. In this regard, the inclusion of all the elements (agricultural activities, rich flora and fauna, cultural and historical values, diverse gastronomy) gives a significant contribution to the enrichment of the year-round tourist offer.

An outstanding attraction for fans of active and adrenaline vacation is canyoning. This is an asset of the municipality of Bar, which every year attracts significant attention of local visitors and tourists. Canyon of the river Rikavac, but also the canyons Međureč, Vruća rijeka, Nikezića potok and Perin potok are the future pearls of Bar tourism and attractive tourist products that will enrich the tourist offer of the whole of Montenegro. This has been recognized by the Municipality of Bar and the Tourist Organization of Bar and therefore included in the relevant strategic documents.

Nearby, there is a road to the village of Turčini where there is a wonderful waterfall and natural pool Šestanski vir, which has become increasingly popular among the local population in recent years. On the way to this village, you can enjoy the beautiful view, the famous stones "Spiles", numerous cultural sights, rich flora, and fauna. These areas are natural habitats for many bird species (wild pigeon, mountain falcon, partridge, quail, etc.) which makes this area an attractive destination for bird watching. Sport fishing enthusiasts can enjoy the richness of the fish world and some rare species such as eel and barbel.

Hiking is an unavoidable activity of this area, and those who are more physically fit can try an attractive hiking route to the top of Rumija (1595 m) and Lisinj (1353 m) mountains.

Osim predjela u Džidžarinu, u turističku ponudu Bara u oblasti aktivnog turizma bi trebalo uvrstiti i pješačko-biciklističku rutu od maslinjaka na Svetom Viću do Sustaša, odakle se pruža pogled na cijeli Bar. Odmorišta za posjetioce mogla bi se organizovati na dva izvora vode u Dabanovu i na Bulinoj vodi, gdje bi lokalni stanovnici još jednom upotpunili ponudu tradicionalnim proizvodima. Ovo područje ima više od 50 000 stabala i jedna je od najvećih „šuma maslina“ u Crnoj Gori. Dodatna prednost je što je u ovom kompleksu, dugom 2 km i širokom 1,5 km, obnovljeno i revitalizovano skoro 50% stabala maslina, starih u prosjeku od 200 do 500 godina. Neposredna blizina urbanog i prigradskog područja Bara, kao i veoma atraktivna položaj ovog kompleksa, čine ga privlačnim za urbanizaciju i izgradnju stambenih i poslovnih objekata, te se mora osigurati zaštita od potencijalne degradacije.

In addition to the area of Džidžarin, the tourist offer of Bar in the field of active tourism should include a walking and cycling route from the olive groves on Sveti Vići to Sustaš, from where a stunning view to the whole city is spreading. Resting places for visitors could be organized at two water sources in Dabanovo and Bulina Voda, where local residents would once again complete the offer with traditional products. This area has more than 50,000 trees and is one of the largest “olive forests” in Montenegro. An additional advantage is that the 2 km long and 1.5 km wide complex has almost 50% of the revitalized olive trees, aged on average from 200 to 500 years. The immediate vicinity of the urban and suburban area of Bar, as well as the very attractive position of this complex, make it attractive for urbanization and construction of residential and commercial buildings, and it should be protected from potential degradation.



Kanjon Međureč /
Canyon Međureč

Vodopad na Bunar rijeci u selu Turčini /
Waterfall at Bunar River in Turčini village





Međunarodna agroturistička manifestacija Maslinjada / International agri-tourist manifestation Maslinjada



Koncerti i predstave u Starom Baru / Music and theater performances in the Old city of Bar



Međunarodna manifestacija likovnih i literarnih radova za djecu Susreti pod Starom maslinom / International manifestation of art and literary works for children Susreti pod Starom maslinom

Od lokalnih turističkih manifestacija, one sa najdužom tradicijom su Maslinjada, Susreti pod Starom maslinom i Barski ljetopis.

Maslinjada i Susreti pod Starom maslinom organizuju se u drugoj polovini novembra, u zavisnosti od klimatskih uslova. Barski ljetopis tradicionalno organizuje Kulturni centar Bar, pod pokroviteljstvom Opštine Bar, tokom ljetne sezone. Uspješno se realizuje od 1987. godine, a od 2017. godine se organizuje i zimska scena Barskog ljetopisa. Brojni događaji kulturnog i zabavnog karaktera organizuju se u Starom gradu.

Maslinjada, tradicionalna manifestacija komercijalno-turističkog karaktera, prvi put je organizovana 2002. godine, a od tada je prerasla u međunarodnu manifestaciju koja okuplja proizvođače autohtonih domaćih proizvoda iz cijelog regiona, ističući značaj i kvalitet lokalnih proizvoda.

Susreti pod Starom maslinom su međunarodna manifestacija za djecu koja okuplja pjesnike i pisce iz cijelog regiona, a organizuje se ispod Stare masline na Mirovici od 1987. godine.

Uzimajući u obzir povećan broj turista u Starom Baru do početka pandemije, upotpunjavanje turističke ponude komponentama aktivnog turizma, agro-turizma i kulturnog turizma dodatno bi povećao pomenuti broj posjetilaca. Takođe, diverzifikacija ponude imala bi pozitivan uticaj na duži boravak turista u Baru. Već je ustaljena praksa da većina turista nakon posjetе Starom gradu Baru posjeti Staru maslinu na Mirovici.

Jedna od korisnih ideja je postavljanje informativnog štanda u Džidžarinu, na kome bi bili ponuđeni brojni tradicionalni gastronomski proizvodi, suveniri, ručno izrađeni predmeti i slično. Takođe, organizovanje gastronomskih radionica u maslinjaku bio bi odličan način da lokalni posjetioci i turisti nauče više o našim jelima i domaćim proizvodima, kao i za lokalne proizvođače da uvećaju prodaju i poboljšaju marketing.

The entertainment manifestations with the longest tradition in this area are Maslinjada, Susreti pod Starom maslinom, and Barski ljetopis. Maslinjada and Susreti pod Starom maslinom are organized in the second half of November, depending on the climate conditions. Barski ljetopis is traditionally organized during the summer season, by the Cultural Center of Bar and with the sponsorship of the Municipality of Bar. It has been successfully organized since 1987, and since 2017 there is a winter program of Barski ljetopis as well. Numerous cultural and entertainment events are organized in the fortress of Old town of Bar.

Maslinjada, a traditional manifestation with a commercial-tourist character has been organized in 2002 for the first time, and from that period it grew up to the international manifestation that gathers producers of autochthons home-made products from the whole region, accentuating the local ones.

Susreti pod Starom maslinom is an international manifestation for children that gather writers and poets from all over the region, and it has been organized under the Old olive tree since 1987.

Taking into consideration the increased number of tourists in the Old town of Bar before the pandemic, completing the tourist offer with components of active tourism, agri-tourism and cultural tourism would additionally increase the number of visitors. Also, the diversification of the offer would affect the time tourists spend in Bar. An already established practice for most tourists is to visit the Old olive tree at Mirovica after visiting the Old town of Bar.

Another useful idea is to set up an information stand in Džidžarin, where numerous traditional gastronomic products, souvenirs, hand-crafts, etc. would be offered. Furthermore, the organization of gastronomic workshops in olive orchards would be a great means for local visitors and tourists to learn more about traditional dishes and home-made products, as well as for local producers to increase selling and marketing.



Slično ovome, u periodu kasne jeseni, kada je broj turista manji nego tokom vrhunca sezone, poljoprivredno-turistička ponuda u domenu aktivnog učešća turista u berbi, preradi maslina i drugim aktivnostima bila bi još jedna specifična ponuda našeg grada koja bi imala direktne koristi za lokalno stanovništvo. Diverzifikacija ponude učinila bi i Stari grad Bar i Džidžarin zanimljivim lokacijama za boravak u trajanju od nekoliko dana, što bi doprinijelo popunjavanju smještajnih kapaciteta u Starom Baru, (poput Bartula Olive Garden kampa, koji se nalazi u neposrednoj blizini Džidžarina).

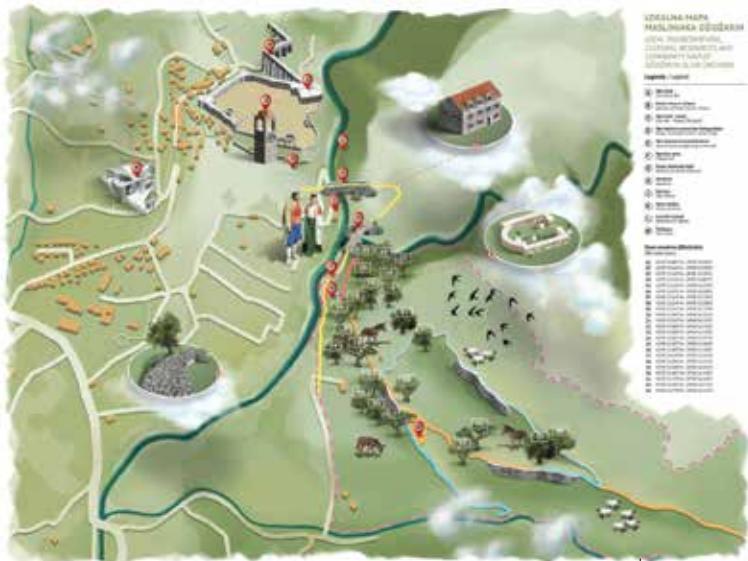
Similarly, in the period of late autumn, when the number of tourists is lower than during the season peak, agri-tourist offer may be completed with the active participation of tourists in harvesting activities, olive processing, etc. This would be one more specific offer in our city that would directly gain benefits for local citizens. The diversification of the offer would make both Old town of Bar and Džidžarin interesting locations to spend a couple of days, and therefore it would contribute to filling up the accommodation capacities in the Old town of Bar (such as Bartula Olive Garden Camp located near by Džidžarin).

Panoramski prikaz Bara sa brda Kurilo /
Panoramic view of Bar from the hill Kurilo



U okviru projekta CROSS BORDER OL urađena je turistička mapa maslinjaka Džidžarin. Mapa daje prikaz 23 odabrane stare masline sa ciljem turističke valorizacije ovog maslinarskog kompleksa. Mapirane su stare masline koje se nalaze duž staze i puta i kulturno-istorijske atrakcije u Džidžarinu i njegovoj neposrednoj blizini: Stari Grad, Sat kula, Akvadukt, Kuća maslina, Stari mlin – hostel, izvoriste Kajnak, ostaci crkve Sv. Urbana, stari kameni most... Širi prikaz mape daje sve najvažnije kulturno-istorijske i druge atrakcije centra Bara sa prikazom Stare masline na Mirovici.

Turistička mapa centra Bara izrađena u okviru projekta CROSS BORDER OL /
Tourist map of Bar city center made through CROSS BORDER OL project



Turistička mapa maslinjaka Džidžarin izrađena u okviru projekta CROSS BORDER OL /
Tourist map of Džidžarin olive orchard made through CROSS BORDER OL project

Within the project CROSS BORDER OL tourist map of Džidžarin olive orchard was produced. Map is showing an overview of the 23 oldest olive trees with the aim of tourist valorization of this olive complex. Mapped old olive trees are located along the trail and the main road, as well as nearby the other cultural-historical attractions in Džidžarin and its vicinity: Old town of Bar, Clock tower, Aqueduct, House of olives, Old mill – hostel, water source Kajnak, remains of the old St. Urban's church, old stony bridge. A broader view of the map provides illustrations and locations of all the most important cultural-historical and other attractions of the center of Bar with a view of the Old Olive Tree on Mirovica.



REGULATORNI NACIONALNI OKVIRI:

Zakoni, propisi, direktorati / sekretarijati, savjetodavne službe

REGULATORY AND GOVERNMENT FRAMEWORK:

Legislations, regulations, departments, extension services

Maslinarstvo u Crnoj Gori regulisano je Zakonom o proizvodnji maslina i maslinovog ulja iz 2012. godine, koji je usklađen sa evropskim zakonodavstvom. Iako strategija za razvoj maslinarstva i dalje nije usvojena na nacionalnom nivou, preduzeti su određeni koraci kroz programe podrške i subvencionisanje obnove starih zasada i revitalizacije stabala, koje na godišnjem nivou objavljuje resorno ministarstvo, kao i Opština Bar. Takođe, unapređenje maslinarstva je prepoznato kao važan zadatak na području opštine Bar i uvršteno je u Strateški plan razvoja Opštine Bar od 2020–2025. godine.

Opština Bar stimuliše razvoj maslinarstva na brojne načine, od kojih je korisnicima najznačajnija alokacija finansijskih sredstava za podizanje novih zasada, revitalizaciju starih zasada, nabavku opreme, sistema za navodnjavanje i mehanizacije, adaptaciju i izgradnju objekata.

Prepoznat je značaj i obaveza usaglašavanja cjelokupne strateške dokumentacije sa pravnim okvirom Evropske Unije, kako u aktivnostima vezanim za primarnu proizvodnju (obradu zemljišta, zaštitu, berbu, pakovanje, obilježavanje, skladištenje i kontrolu kvaliteta), tako i u oblasti sekundarne proizvodnje (proizvodnja konzumnih maslina i maslinovog ulja; odlaganje i tretiranje sekundarnih proizvoda).

Pravi izazov je praktična primjena pravnog okvira u maslinarstvu i uljarstvu. Da bi se postigao propisani nivo kvaliteta ulja, ali i propisani načini transporta, pakovanja i skladištenja, potrebna je oprema velike vrijednosti, koju lokalni maslinari često nisu u mogućnosti da kupe samostalno. Ovdje se prepoznaje značaj udruživanja – formiranje klastera, timskog rada i djelovanja kroz lokalna i nacionalno udruženje maslinara.

Olive growing is regulated in Montenegro by the Law on Production of Olives and Olive Oil from 2012, which is complied with European legislation. Although the strategy for the development of olive growing has not been done yet, certain steps have been taken through programs of support and subsidies for the renewal of old plantations, published annually by the Ministry of Agriculture, Forestry and Water management of Montenegro and the Municipality of Bar. Also, the intensification of olive growing has been recognized as an important task in the municipality of Bar and therefore is included in the Strategic Development Plan of the Municipality of Bar from 2020 to 2025.

The municipality of Bar stimulates the development of olive growing in numerous ways, and the most important one is financial support for raising new plantations, revitalization of old plantations, procurement of equipment, irrigation systems and mechanization, adaptation, and construction of facilities.

The importance and obligation to harmonize all the strategic documentation with the legal framework of the European Union has been recognized, both in activities related to primary production (soil management, pest and disease protection, harvesting, packaging, labeling, storage, and quality control) and in the field of secondary production (production of table olives and olive oil, disposal, and treatment of by-products).

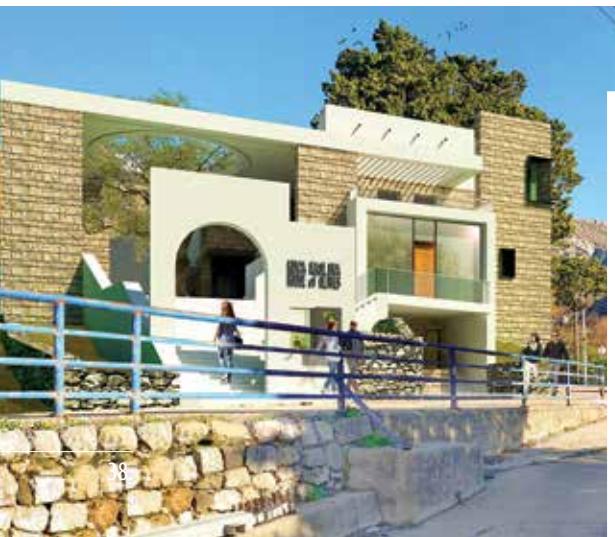
The real challenge is the practical application of the legal framework in olive and oil production. To achieve the prescribed level of oil quality, but also the prescribed methods of transport, packaging, and storage, high-value equipment is needed, which local olive growers are often unable to buy on their own. Therefore, it is highly important for farmers to act associated through local and national olive growers' organizations.

Crna Gora je članica Međunarodnog savjeta za maslinu od 2005. godine, čime se sektoru maslinarstva omogućava konstantan razvoj, praćenje savremenih tokova u ovoj oblasti, razmjena znanja, iskustava, edukacija i usavršavanje stručnjaka, stipendiranje magistarskih i doktorskih istraživanja. Našoj zemlji su na raspolaganju sve novine i dostignuća u ovoj oblasti, preko davanja informacija i statističkih podataka, ali i kroz neposredno učeće u kreiranju istih, kroz predstavnike u Vijeću članova i Savjetodavnom odboru. Jedan od najznačajnijih elemenata saradnje sa organizacijom koja se na svjetskom nivou bavi maslinovim uljem i maslinama je pomoć u usaglašavanju propisa sa EU standardima.

Prema Zakonu o šemama kvaliteta, poljoprivredne i prehrambene proizvodnje, proizvod je moguće zaštiti oznakom porijekla, geografskom oznakom, oznakom garantovanog tradicionalnog specijaliteta. Sticanjem prava na jednu od navedenih oznaka ostvaruju se brojni benefiti, sprečava se zloupotreba na tržištu, postiže bolja cijena i šira prepoznavljivost proizvoda i regiona iz kojeg potiče. Iako je procedura zaštite kompleksan proces, važnost ove aktivnosti naročito se ogleda u održivom agroturizmu. Osim maslina i maslinovog ulja, gastronomski proizvodi sa potencijalom za zaštitu su i pekmez od murava, sok od sorti šipka Dividiš i Šerbetaš, sok od domaće pomorandže Portokal.

Montenegro has been a member of the International Olive Council since 2005, which enables constant development for the olive sector, following modern trends in this field, exchange of knowledge, experiences, education, and training of experts, scholarships for master's and doctoral studies. All novelties and achievements in this field are available to our country, through the provision of information and statistical data, but also through direct participation in their creation, through representatives in the Council of Members and the Advisory Board. One of the most important elements of cooperation with an organization that deals with olive oil and olives at the global level is assistance in harmonizing regulations with EU standards.

According to the Law on Quality Schemes, Agricultural and Food Production, the product may obtain a label of designation of origin, geographical indication, designation of a guaranteed traditional specialty. Acquiring the right to one of the mentioned labels brings numerous benefits, prevents misuse on the market, achieves better price and wider recognition of the product and the region from which it originates. Although the protection procedure is a complex process, the importance of this activity is especially reflected in sustainable agritourism. In addition to olives and olive oil, gastronomic products with the potential for protection are also mulberry jam, pomegranate juice from the varieties Dividiš and Šerbetaš, juice from orange variety Portokal, etc.



Kuća maslina u
Starom Baru /
Olive House in
Old Bar



Kuća maslina u Starom Baru, u čiju je izgradnju uloženo više od milion eura, biće sjedište Nacionalnog udruženja maslinara Crne Gore i kuća svih crnogorskih maslinara. U Kući maslina će se proizvoditi i pakovati ulje po evropskim standardima, održavati radionice, seminari, obuke maslinara, ugostitelja i potrošača. Prodajni izložbeni prostor u okviru objekta će doprinijeti promociji maslinarstva i ostalih sektora poljoprivrede karakterističnih za ovo područje.

The Olive House in Stari Bar, in the construction of which more than a million euros have been invested, will be the seat of the National Association of Olive Growers of Montenegro and the house of all Montenegrin olive growers. The Olive House will produce and package oil according to European standards, hold workshops, seminars, training sessions for olive growers, caterers, and consumers. The sales exhibition space within the facility will contribute to the promotion of olive growing and other agricultural sectors typical for this area.

POLITIKA TERITORIJALNOG RAZVOJA

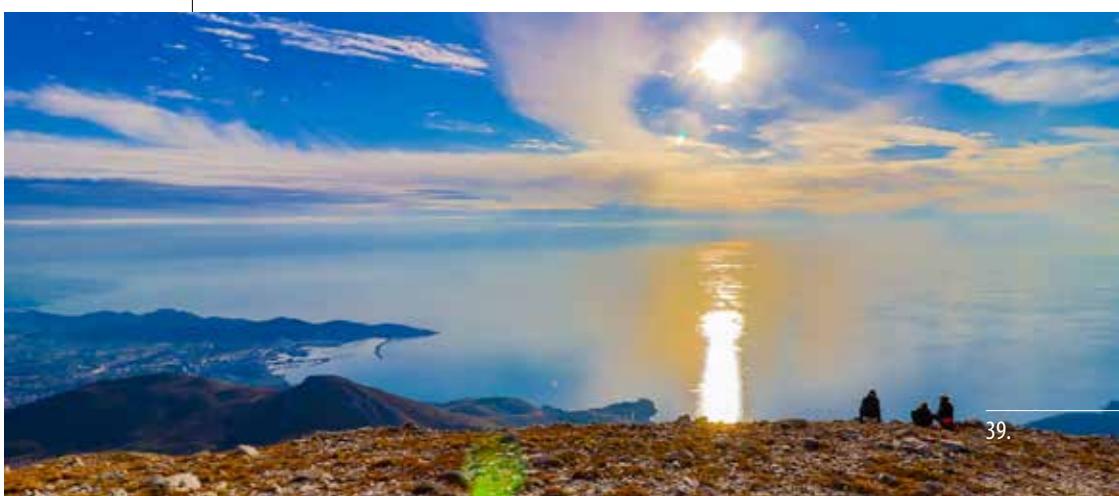
POLICIES FOR THE TERRITORIAL DEVELOPMENT

Praksa razvijenih zemalja davno je dokazala da je maslinarstvo visoko profitabilna poljoprivredna grana, kako za nacionalno tržište, tako i za izvoz. Ipak, zvanični podaci u ovoj oblasti pokazuju da Crna Gora ne proizvodi dovoljne količine maslinovog ulja i time ne zadovoljava ni nacionalne potrebe potrošnje.

Podizanje svijesti o zdravoj ishrani, unapređenje uzgoja maslina, podsticanje proizvodnje maslinovog ulja i ostalih proizvoda od maslina, uvezivanje održivog maslinarstva, zanatstva i turizma su pravci koji vode ka sprovođenju politike održivog ekonomskog razvoja i pozicioniranju maslinarstva.

The practice of developed countries has long proven that olive growing is a highly profitable agricultural branch, both for the national market and export. However, official data in this area show that Montenegro does not produce sufficient quantities of olive oil and thus does not meet national consumption needs.

Raising awareness about healthy eating, improving olive growing, encouraging the production of olive oil and other olive products, importing sustainable olive growing, crafts and tourism are the directions that lead to the implementation of sustainable economic development policy and positioning of olive growing.



Opština Bar ima dugu tradiciju u oblasti poljoprivrede, o čemu svjedoče i specijalizovane obrazovne institucije sa sjedištem u Baru, kao što su Srednja stručna škola i primijenjene studije Biotehničkog fakulteta Univerziteta Crne Gore.

Srednja stručna škola (nekadašnja Srednja poljoprivredna škola) je obrazovna institucija u oblasti poljoprivrede sa najdužom tradicijom u Crnoj Gori, koja od 1933. godine radi u kontinuitetu sa sjedištem u Baru. Na osnovu dostignuća u radu, kapaciteta opreme, profesionalnog kadra, teorijskog i praktičnog znanja koji učenici stiču, jedna je od najuspješnijih i najsvremenijih obrazovnih jedinica u Crnoj Gori. Od posebnog značaja su nekoliko rasadnika u Baru gdje učenici stiču neophodnu praktičnu obuku.

The municipality of Bar has a long tradition in the domain of agriculture. Also, there are few specialized educational institutions in this field of study. Those are Secondary Vocational School and Biotechnical faculty – University of Montenegro.

Secondary Vocational School(ex Secondary Agricultural School) is the educational institution in the domain of agriculture with the longest tradition in Montenegro. Nowadays, based on the achievements of their work, assessment of relevant institutions, equipment capacities, and overall conditions, it is one of the most successful and most modern educational units in Montenegro. Of special significance are few nurseries in the urban zone, necessary for practical training of the students.

*Srednja stručna škola u Baru i Biotehnički fakultet
u pozadini / Secondary Professional School in Bar with Biotechnical Faculty in the background*



Univerzitet Crne Gore – Biotehnički fakultet je visokoškolska jedinica koja u Baru organizuje studijski program o gajenju biljaka koje uspjevaju u zemljишnim i klimatskim uslovima Mediterana. Osnovne studije su organizovane u oblasti Mediteranskog voćarstva, dok su postdiplomske specijalističke studije iz oblasti Rasadničarstva. Pored osnovnog polja interesovanja, ovaj studijski program pokriva i mnoga druga polja, kao što su marketing, menadžment, strani jezici i razvoj brojnih drugih vještina korisnih za sticanje praktičnih iskustava.

Navedene obrazovne ustanove i njihove nesumnjive kompetencije, dugogodišnja tradicija i savremena opremljenost šalju snažnu poruku da će lokalni poljoprivredni sektor imati na raspolaganju profesionalne, obrazovane, inovativne i kreativne mlade ljudi koji će značajno doprinijeti daljem razvoju poljoprivrednih i turističkih potencijala našeg grada.

Zadatak maslinara i nadležnih institucija je da postepeno i sistemski stvore poželjan ambijent da stručni mlađi ljudi svoje vještine i znanja primjene u Baru i Crnoj Gori.

University of Montenegro – Biotechnical faculty is a higher educational unit that organizes study program in Bar regarding plant production suitable for soil and climatic conditions of the Mediterranean region. Undergraduate studies are related to Mediterranean fruit growing, while postgraduate specialist studies are in the domain of Plant nursery. Besides the basic field of interest, this study program covers numerous study fields, such as marketing, management, foreign languages, and numerous other skills useful to gain practical experience.

These educational facilities with undoubtedly competencies, long tradition, and contemporary equipment send a strong message that the local agricultural sector will have on disposal professional, educated, innovative, and creative young people that will significantly contribute to further development of agricultural and tourist potentials of our city.

It is the task of olive growers and competent institutions to gradually and systematically create such ambient for young people to remain in Bar and implement their skills and knowledge in their own town.



*Nekadašnji izgled
Srednje poljoprivredne
škole, kasnih 70-ih
godina XX vijeka /
Old facility of Secondary
Agricultural School in the
late 70s of XX century*

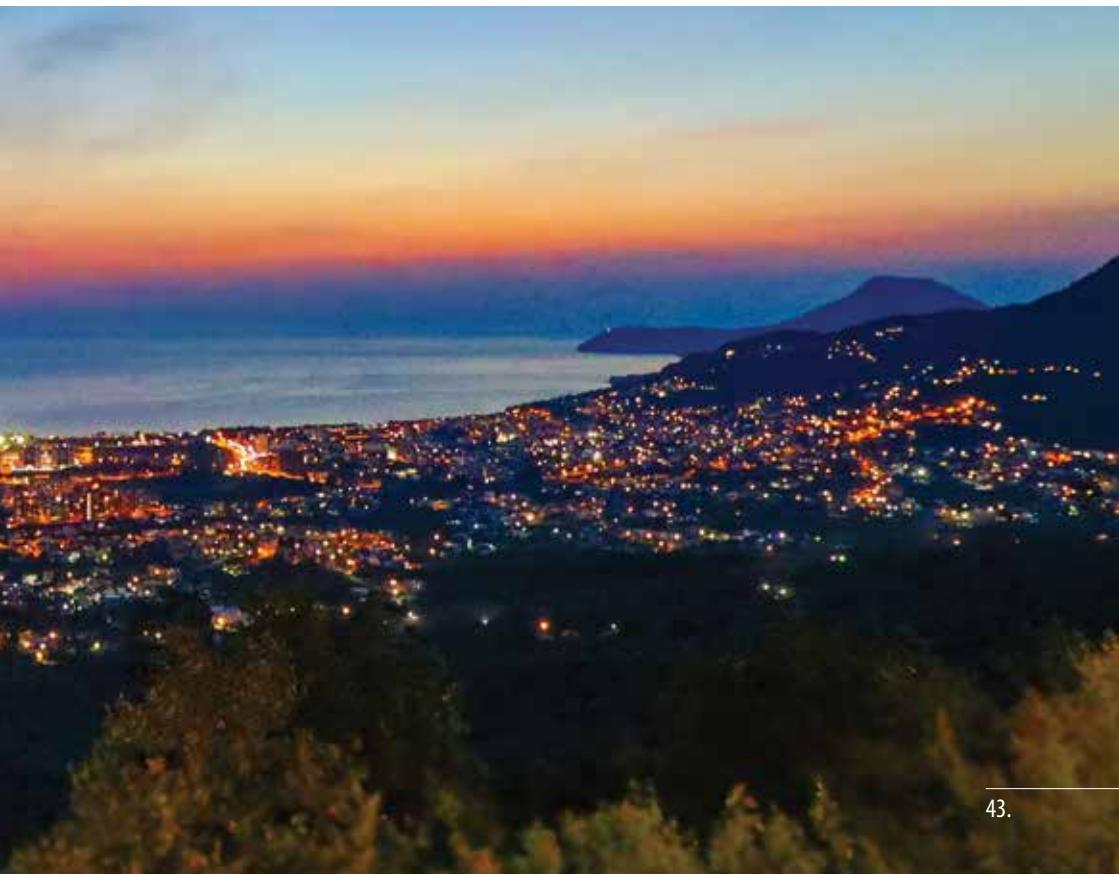


S obzirom na to da LEETDP pokriva širok spektar različitih oblasti (poljoprivreda, ekologija, turizam, ugostiteljstvo, kreiranje politike, zakonodavstvo, kultura, istorija, itd), krajnje zainteresovane strane su raznolike i brojne.

Najznačajniji akteri, tj. zainteresovane strane u ovom projektu su: lokalno stanovništvo, maslinari i uljari, Opština Bar, udruženja maslinara, Turistička organizacija, Kulturni centar, mjesna zajednica Stari Bar, privatne uljare, Biotehnički fakultet, Srednja poljoprivredna škola u Baru, planinarska društva, Ministarstvo poljoprivrede, šumarstva i vodoprivrede i Ministarstvo ekologije, prostornog planiranja i urbanizma itd.

LEETDP covers a wide spectrum of different study areas (agriculture, ecology, tourism, crafts, policy creation, legislation, culture, history, etc.), and therefore identified stakeholders are various and numerous.

The most relevant stakeholders in this project are: local citizens, olive and olive oil producers, Municipality of Bar, Associations of olive growers, Tourist organization, Cultural Center, Local community Stari Bar, private olive oil mills, Biotechnical faculty, Secondary Agricultural School in Bar, mountaineering associations, Ministry of Agriculture, Forestry and Water Management, Ministry of Ecology, Spatial planning and Urbanism etc.



SWOT ANALIZA ZA TEMATSku OBLAST: POLJOPRIVREDA

PREDNOSTI

- Preko 100 000 postojećih stabala maslina u Baru;
- 6 pogona za preradu ulja u Baru;
- Visok procenat ulja lokalne barske sorte i visok kvalitet konzumnih proizvoda od masline;
- Više unikatnih lokalnih načina berbe, proizvodnje i konservacije stonih maslina i maslinovog ulja.

MOGUĆNOSTI

- Sadnja novih maslinjaka na pogodnim površinama;
- Novi maslinjaci bi doprinijeli povećanju kvantiteta roda što bi povećalo ponudu domaćeg proizvoda na tržištu;
- Dostizanje evropskih standarda propisanih domaćim zakonodavstvom, primjena savremenih metoda i inovativnih praksi;
- Veliki finansijski potencijal fondova EU za pomoći poljoprivredi, od kojih su značajna sredstva predviđena za maslinarstvo;
- Veliki potencijal za izvoz i raznovrsnost tržišta.

SLABOSTI

- Preko 50% postojećih stabala nije regenerisano i revitalizovano;
- Neprimjenjivanje značajnog dijela zakonodavstva i evropskih standarda propisanih domaćim zakonodavstvom u poljoprivrednoj praksi;
- Slaba rodnost, dijelom uzrokovana lošim stanjem stabala i nedovoljnim/nepravilnim održavanjem;
- Trenutna proizvodnja nije dovoljna da pokrije ni domaće tržište;
- Trenutne količine zaliha i proizvodnje ne zadovoljavaju potražnju;
- Neinformisanost i nezainteresovanost lokalnih proizvođača, limitirano znanje engleskog jezika i informatičke pismenosti;
- Postojeća tehnologija je već prilično zastarjela.

PRIJETNJE

- Veliki troškovi podizanja maslinjaka;
- Tokom sadnje novog maslinjaka na rod se čeka minimum 4 godine i vrlo je teško procijeniti količinu roda;
- Veliki troškovi nabavke savremene opreme za maslinarstvo.

SWOT ANALYSIS FOR THEMATIC AREA: AGRICULTURE

STRENGTHS

- More than 100 000 olive trees in Bar;
- 6 olive oil mills in Bar;
- High percentage of olive oil from the autochthonous olive variety and high quality of olive consume products;
- Many unique local methods of harvesting, processing, and preparation of olive and olive oil.

OPPORTUNITIES

- Establishment of new olive orchards at suitable areas;
- New olive groves would contribute to yield increment and supply of local products on market;
- Reaching the European standards harmonized with national policies; implementation of contemporary methods and innovative practices;
- High financial potential of EU funds for agricultural support – numerous funds are foreseen for olive production;
- High potential for export and market diversification.

WEAKNESSES

- More than 50% of existing olive trees are not regenerated and revitalized;
- Significant part of national legislation harmonized with the European policy framework is not applied;
- Low olive yield, partially caused by the extensive agricultural practices, insufficient and irregular management;
- Current production is not sufficient even to cover national demand
- Current production and stock quantities do not please the national demand;
- Non-informed and not-interested local producers; limited knowledge of English language and modest computer skills;
- Applied technology became obsolete.

THREATS

- High costs of new plantations establishment;
- Late start of fruit production (in the fourth year after planting); difficult to estimate yield quality;
- High cost of modern equipment for olive processing.

SWOT ANALIZA ZA TEMATSKE OBLASTI: ZANATSTVO

PREDNOSTI

- 5 ili više osoba koje se bave preradom maslinovog drveta na lokalnom nivou;
- Dovoljna količina sirovine za preradu;
- Većina proizvoda od maslinovog drveta ne zahtjeva sjeću stabala maslina, već samo grana, takozvana „krašenje“ (koje i odgovara maslini).

MOGUĆNOSTI

- Zainteresovanost mlađe i kreativne domaće populacije za ovakav vid zanatstva/umjetnosti;
- Umrežavanje lokalnih zanatlja/umjetnika iz ove oblasti radi kreiranja kvalitetnije i kompletnejne ponude;
- Materijal koji se može koristiti za ovakve djelatnosti je obično otpad za maslinare (farmere);
- Izvoz i onlajn prodaja sa izuzetno konkurentnom cijenom;
- Izrazita popularnost ovakvih proizvoda kod turista.

SLABOSTI

- Prerada maslinovog drveta kao vid usputne djelatnosti, ne i glavno zanimanje;
- Upitan kvalitet sirovine zbog neodržavanja stabala;
- Zanatlje iz ove djelatnosti uglavnom posjeduju najosnovniju opremu potrebnu za preradu;
- Nedostupnost informacija o zanatljima i ovim vidom zanatstva i umjetnosti domaćoj javnosti.

PRIJETNJE

- Nepoznavanje ponude i potražnje na tržištu za ovakve vrste proizvoda/umjetničkih djela;
- Sve lokalne zanatlje/umjetnici obavljaju ovu djelatnost usputno i po porudžbini;
- Nepostojanje podataka o količini i dostupnosti građe (većina se nabavlja preko ličnih poznanstava);
- Visoke cijene isporuke (shipping-a iz Crne Gore ka inostranstvu).

SWOT ANALYSIS FOR THEMATIC AREA: CRAFTING INDUSTRY

STRENGTHS

- 5 persons or more that process olive wood on a local level;
- Enough quantities of olive wood material for processing;
- Olive wood processing does not require complete removal of the olive tree, but only light pruning which is advisable agri-technical operation.

OPPORTUNITIES

- Interested creative youth for handcrafting art;
- Networking of local craftsmen for creation of high quality and more complete offer;
- Input material for olive wood processing is a solid waste for olive growers (farmers);
- Export and online sale with very competitive market price;
- Outstanding popularity of these products among tourists.

WEAKNESSES

- Souvenir production is performed as a hobby, not as the main occupation;
- Questionable raw material (olive wood) quality due to improper management practices;
- Craftsmen mostly possess only the most basic equipment for processing;
- Unavailability of information about craftsmen, local handicraft industry, and art to the domestic public.

THREATS

- Ignorance of supply and demand market situation;
- Handcrafting only as a periodical hobby and not primary education;
- Not enough information about quantity and availability of raw material (most of it is procured via public acquaintances);
- High shipping prices from Montenegro to abroad.

SWOT ANALIZA ZA TEMATSku OBLAST: TURIZAM

PREDNOSTI

- Izrazito raznovrstan spektar potencijalne ponude Starog Bara i Džidžarina sa okolinom (gastronomski proizvodi, prirodne ljepote, planinarenje, kanjoning, biciklizam, agroturizam);
- Preko 100000 registrovanih turista u Starom Baru na godišnjem nivou;
- Maslinjaci su zbog svojih lokacija i starosti stabala istovremeno poljoprivredno i turističko dobro;
- Većina lokalnih proizvođača su nastanjeni u samim maslinjacima ili na rubovima maslinjaka;
- Maslinjaci su prožeti zemljanim putevima, idealnim za šetnje, džip ture i biciklizam;
- U okviru maslinjaka se nalazi nekoliko veoma atraktivnih ozidanih izvora pitke vode (izvor Dabanovo, Bulina Voda itd.);
- Značajni kulturno-istorijski spomenici i arheološki lokaliteti u Starom Baru i okolnim maslinjacima (crkve, džamije, stare uljare, mostovi itd.).

SLABOSTI

- Trenutna vrlo skromna i nerazvijena ponuda pomenutih potencijala regije;
- Većina turista dolazi u jednodnevnu posjetu bez dužeg zadržavanja;
- Nedovoljno održavanje postojećih maslinjaka, pogotovo onih u neposrednoj okolini Starog Bara;
- Vrlo slaba, gotovo nepostojeca interakcija turista u Starom Baru sa pomenutim domaćinstvima;
- Osim neposrednog usmjeravanja lokalnog stanovništva već zainteresovanim turistima za ove lokacije trenutno ne postoji drugi način informisanja turista;
- Nepoznavanje ovih lokacija, prije svega od strane značajnog dijela lokalnog stanovništva;
- Nedovoljna istraženost i restauracija lokaliteta.

MOGUĆNOSTI

- Pozna jesen tj. period berbe i obrade maslina, kao i proljeće su godišnja doba kada su potencijali za agroturizam veoma izraženi;
- Lokalni gastronomski proizvodi većinom spadaju u zdrav način ishrane, sa dosta lokalnih specijaliteta koji odgovaraju vegetarijanskoj/veganskoj ishrani (bamije u paradaji sosu, patlidžan i povrće u bijelom luku i maslinovom ulju, konzumna maslina, kozji sir, itd.);
- Primjetan rast broja inostranih turista iz Zapadne Evrope, Amerike i Azije.

PRIJETNJE

- Neumreženost lokalnih farmera sa zainteresovanim turistima;
- Osim nekoliko restorana u Starom Baru, ovi proizvodi nisu komercijalnije dostupni,
- Trenutna proizvodnja nije dovoljna da snabdijeva domaće tržiste, a naročito turiste, i rast cijena lokalnih proizvoda je primjetan;
- Trenutna globalna situacija sa pandemijom COVID-19 virusa prijeti da ozbiljno ugrozi rastući potencijal starobarskog regiona sa maslinjacima, pogotovo za pomenutu grupu turista;
- Visoka konkurenca od strane zemalja iz inostranstva.

SWOT ANALYSIS FOR THEMATIC AREA: TOURISM

STRENGTHS

- Very diverse spectrum of potential offer of Old town of Bar and Džidžarin with nearby groves (gastronomic products, natural beauties, mountain climbing, canyoning, bicycling, agri-tourism);
- More than 100 000 registered tourists in Old town of Bar annually;
- Olive groves are at the same time agricultural and tourism treasures due to the landscapes and olive tree age;
- Most of the local producers live within or nearby the olive groves;
- Olive groves include roads that are ideal for walking, cycling, and jeep tours;
- Inside the olive grove there are sources of drinking water (Dabanovo, Bulina water, etc.) having very attractive appearance;
- Important cultural and historical monuments and archeological localities in Old town of Bar and nearby olive groves (churches, mosques, old mills, bridges, etc.).

OPPORTUNITIES

- Late autumn, i.e. period of harvesting and olive processing is the period when the agri-tourism potential is high;
- Local gastronomic products are mostly part of healthy nutrition, with plenty of local specialties suitable for a vegetarian/vegan diet (okra in tomato sauce, eggplant, and vegetables in garlic and olive oil, table olives, goat cheese, etc.);
- Noticeable increased number of tourists from abroad – Western Europe, USA, Asia.

WEAKNESSES

- Very modest and undeveloped offer from mentioned regional potentials;
- Most of the tourists visit the area for one day only, without longer staying;
- Improper management of the current olive groves, especially the groves in the immediate vicinity of Old town of Bar;
- Very weak, almost nonexistent interaction of tourists with olive households in Old town of Bar;
- There is no adequate tourist information about local olive production except unofficial directing by the local population;
- Local population often not-interested in these locations;
- Insufficient site research and restoration activities within the area.

THREATS

- Non-networking of local farmers with interested tourists;
- Except for the few restaurants in Old town of Bar, those products are not commercially available;
- Current production is not sufficient to supply the domestic market, and especially to supply the requests of tourists, and an increase of local products' market prices is evident;
- The current pandemic situation of virus COVID-19 threatens to seriously harm increased tourist potential of olive groves in the region of Old town of Bar;
- High competition from the abroad countries.

SWOT ANALIZA ZA TEMATSKE OBLASTI: ŽIVOTNA SREDINA

PREDNOSTI

- Brojni sunčani dani, blage zime i rijetki mrazevi;
- 294 biljne vrste – 6 endemske i 2 zaštićene zakonom;
- Neposredna blizina izvora, rijeka, potoka i vodopada;
- Prisustvo različitih prirodnih staništa u maslinjacima;
- Obilje ljekovitog, aromatičnog bilja i biljnih vrsta koje se koriste u kulinarstvu;
- Blizina morskog obalnog područja;
- Bogatstvo biodiverziteta (flore i faune);
- Postojanje civilnog sektora i organizacija aktivnosti u oblasti zaštite i unapređenja životne sredine na lokalnom nivou;
- Postojanje Regionalne deponije za opštine Bar i Ulcinj.

SLABOSTI

- Dovoljna količina padavina, ali jako loša raspoređenost;
- Neadekvatno planiranje i upravljanje prostorom;
- Nedovoljne aktivnosti u području upravljanja zaštićenim područjima;
- Postojanje neuređenih odlagališta komunalnog i građevinskog otpada;
- Nerazvijen sistem za selektivno odlaganje otpada;
- Nedovoljna edukacija stanovništva o načinu odlaganja otpada;
- Neadekvatna politika i sistem kažnjavanja u oblasti zaštite životne sredine.

MOGUĆNOSTI

- Dobri potencijali solarne energije i energije vjetra;
- Veliki broj atraktivnih lokacija za razvoj nautičkog turizma;
- Dobri potencijali za razvoj ribarstva;
- Primjena evropskih principa i standarda u oblasti životne sredine;
- Unapređenje upravljanja prirodnim resursima uz veći stepen uključenosti lokalnih samouprava;
- Brendiranje i izvoz biljnih proizvoda iz projektnog područja.

PRIJETNJE

- Devastacija prostora kroz neplansku i nelegalnu gradnju;
- Prenamjena poljoprivrednog zemljišta u gradsko-građevinsko;
- Negativni uticaji klimatskih promjena i sve češće elementarne nepogode;
- Zagađenje životne sredine i mora nepostojanjem sistema za prečišćavanje otpadnih voda (prouzrokovano industrijskim i komunalnim otpadnim vodama);
- Nekontrolisan lov i ribolov
(korišćenje nedozvoljenih sredstava).

SWOT ANALYSIS FOR THEMATIC AREA: ENVIRONMENT

STRENGTHS

- Numerous sunny days, mild winters, rare frosts.
- Springs, rivers, streams, and waterfalls in the immediate vicinity;
- 294 plant species – six endemic species and two protected by the national law;
- Presence of various natural habitats in the grove;
- High quantity of aromatic plant species with medical potential and edible species used in gastronomy;
- Proximity to the sea coastal area;
- The richness of biodiversity (flora and fauna);
- Active civil sector performing activities in the field of environmental protection and its improvement at the local level;
- Regional landfill for the municipalities of Bar and Ulcinj.

WEAKNESSES

- Sufficient amount of precipitation, but very unequally distributed;
- Inadequate spatial planning and management;
- Inadequate activities in the protected areas management;
- Existence of unregulated landfills for communal and industrial waste;
- Underdeveloped system for selective waste disposal;
- Insufficient education of the population on how to dispose of waste;
- Inadequate policy and system of penalties in the field of environmental protection.

OPPORTUNITIES

- Good potentials of solar and wind energy;
- Large number of attractive locations for the development of nautical tourism;
- Good potentials for fisheries development;
- Application of European principles and standards in the field of the environment;
- Improving the management of natural resources with a greater degree of involvement of local governments.
- Branding and exporting herbal products from the project area.

THREATS

- Unplanned and illegal construction lead to the devastation of natural habitat;
- Conversion of agricultural land into building land;
- Negative effects of climate change lead to more frequent natural disasters;
- Pollution of the environment (soil, water, and air) due to absence of a wastewater treatment system (caused by industrial and municipal wastewater);
- Uncontrolled hunting and fishing (use of prohibited means).

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