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Regional Authority of Crete

BILATERAL MEETINGS

BUSINESS MEETINGS. Please fill the cooperation profile

DESCRIPTION The “Agronutritional cooperation of Region of Crete” is a specialized body, and constitutes the main tool for implementing the strategic plan for the development and upgrading of the food industry on the island. Apart from the main partner, which is the Region of Crete, private companies operating in the food industry of Crete, chambers, groups of producers and associations of agricultural cooperatives participate as well. The main areas in which the «Agronutritional cooperation» operates are the following: Support of the strategic development of the primary sector of Crete. Support of the management of the “Basket of Goods of Crete” and guidance of producers. Standards creation for the certification of products with the brand name “CRETE”. Certification of restaurants and hotels with the quality label “CRETAN CUISINE”. Supporting the networking of producers and companies of the agri-food sector. Promotion of Cretan agri-food products. Management of the Centre of Cretan Gastronomy which operates in Rethymnon as a display area of the certified products labeled «CRETE», as well as a food tasting, education and seminar area. Its epicenter is the Cretan culinary model, the traditional cuisine and the Cretan diet. Creation of an integrated marketing strategy for the Cretan products. Utilization of programs and funds. Connection of agricultural production to tourism

ORGANIZATION TYPE Other,

Idea

AGRO-NUTRITIONAL COOPERATION

Promotion of food and tourism in Crete

Centre of Cretan Gastronomy

Certifications

KEYWORDS: **FOOD** **TOURISM** **CRETE** **GREECE** **TASTING** **GASTRONOMY**
