

## Taste of the Ukrainian Carpathians



Halyna Batus, Head of Marketing, Carpathian Taste Public Union, Ukraine

### What is Carpathian Taste Public Union?

Ukrainian Carpathians are among the few regions in Ukraine that have preserved their strong traditions of food making. Carpathian Taste PU was set up as a way to support, develop and promote traditional foods and recipes.

#### Territory

The Carpathian Taste Public Union unites producers from ecologically sound territories in the four regions of the Ukrainian Carpathians – Lviv, Ivano-Frankivsk, Transcarpathian and Chernivtsi.

#### Products

More than 300 items of local food products made of raw material originating in the Ukrainian Carpathians, which comply with high quality and food safety standards.

#### People

The Public Union unites 25 producers from the Ukrainian Carpathians as well as supporters of traditional technologies of natural food production.

### Objectives of the Carpathian Taste PU

- Development and support of initiatives;
- Protection of PU member interests, training for the supporters;
- Promotion of local traditional foods and recipes that comply with the criteria and requirements of the Taste of Ukrainian Carpathians TM;
- Raising awareness of the benefits of natural food;
- Refusal of antibiotics and growth stimulants in animal farming; Fungicides and herbicides in crop farming; Colorants and taste stabilizers in food production;
- Promotion of sales for producers;
- Cooperation with retailers and restaurants.

### What is Taste of the Ukrainian Carpathians TM?

#### Authenticity

Genuine and authentic food production technologies that reflect Carpathian origin and value local traditions.

#### Quality

The Taste of Ukrainian Carpathians TM is a token of product quality. Upon inspection and compliance check and following a relevant decision of the Board, a producer receives a license and the right to use the Taste of Ukrainian Carpathians TM labelling.

#### Taste

Carpathian Taste PU unites producers who make unique, ecological and quality products originating in the Carpathian region and supply them to consumers.

### Categories of the Taste of Ukrainian Carpathians TM products:



**Cultivated fruit and vegetables; medicinal herbs (raw and processed)**



**Wild plants (mushrooms, herbs etc.) and their products (raw and processed)**



**Honey and pollen**



**Meats and meat products**



**Milk and dairy products**

### Meet our producers



### Exhibitions, presentations, fairs



### The Taste of Ukrainian Carpathians TM Tastings

In 2018, the Public Union signed the first franchise agreement with a showroom/store in the open-air museum of Lviv to give producers/ licensees direct market access under a common brand.

### Partners



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

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