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Quality of traditional national products in Hungary

Traditional products of Hungary,
analytical results, composition

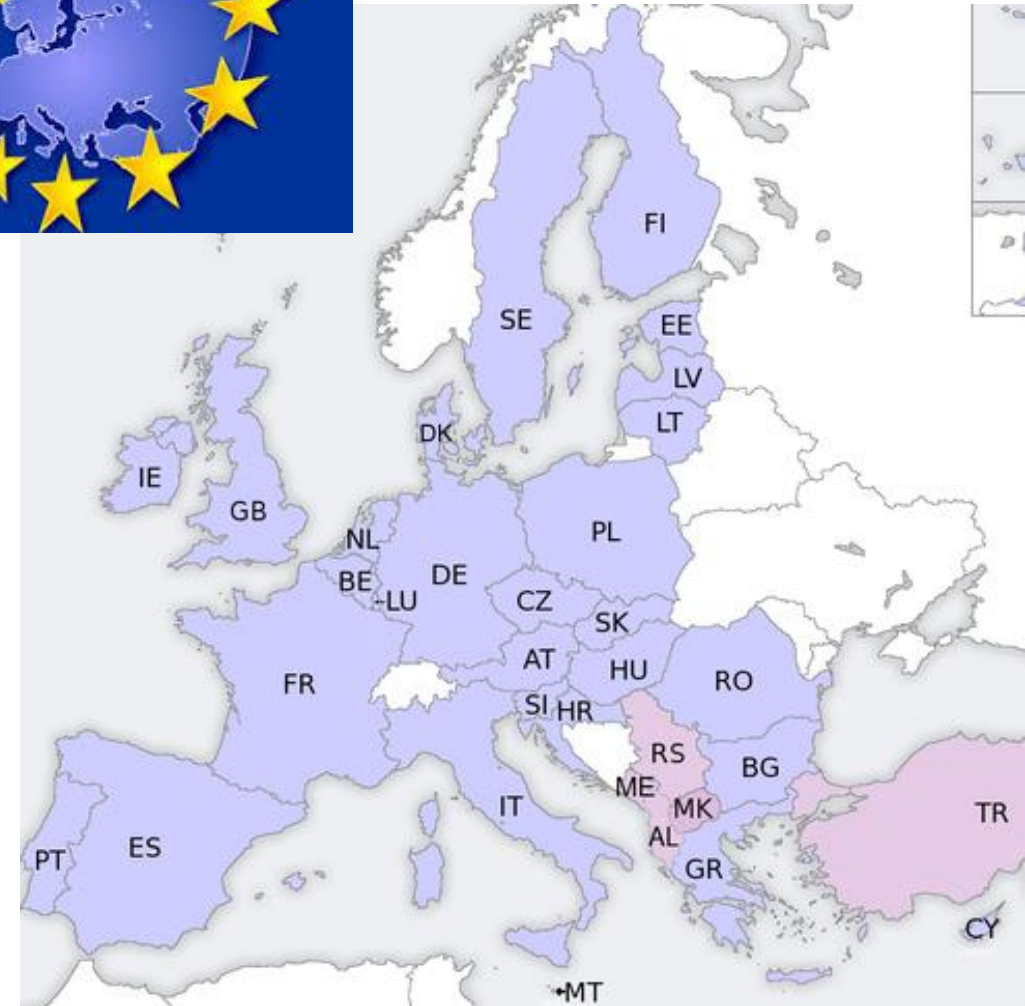
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EU quality logos



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Three European Union schemes protect names of quality agricultural products and foods

EU quality systems and national quality systems acknowledged by EU member states



- Quality guaranteed
 - Legal protection
 - Consumer confidence
 - Identification and distinction
 - Increasing added value
 - Increasing economic impact and market
 - Sustainable rural development
- for producer and consumer



National quality systems

- Are open/accessible for all the producers
- Obligatory product specifications
- Obligatory suitability/quality control
- Specific characteristics or production methods or outstanding quality properties
- Transparency and traceability



Regulations

- **1305/2013/EU** on support for rural development by the European Agricultural Fund for Rural Development; **Article 16: Quality schemes for agricultural products, and foodstuffs**
- **1151/2012/EU** on quality schemes for agricultural products and foodstuffs
- Vine: 1308/2013/EU
- Alcoholic drinks: 110/2008/EK

PDO



PGI



TSG



Protected products of Hungary PDO, PGI, TSG



| | | | | |
|--|-------------------------------------|-----|------------|------------|
| Makói petrezselyemgyökér | Parsley root of Makó | PGI | 22/07/2016 | Applied |
| Szentesi paprika | Paprika of Szentes | PGI | 21/02/2014 | Registered |
| Tepertős pogácsa | Crackling patty | TSG | 14/11/2013 | Registered |
| Rögös túró | Sweet cheese | TSG | 16/05/2013 | Applied |
| Szőregi rózsató | Rose tree of Szőreg | PGI | 25/07/2012 | Registered |
| Kalocsai fűszerpaprika örlemény | Paprika of Kalocsa | PDO | 05/07/2012 | Registered |
| Alföldi kamillavirágzat | Camomile of Plain | PDO | 25/02/2012 | Registered |
| Magyar szürkemarha hús | Hungarian Grey cattle meat | PGI | 14/12/2011 | Registered |
| Gönci kajszibarack | Apricots of Gönc | PGI | 20/05/2011 | Registered |
| Szegedi fűszerpaprika-örlemény/Szegedi paprika | Paprika of Szeged | PDO | 04/11/2010 | Registered |
| Csabai kolbász/Csabai vastagkolbász | Csaba Sausage | PGI | 19/06/2010 | Registered |
| Gyulai kolbász / Gyulai pároskolbász | Gyula Sausage | PGI | 19/06/2010 | Registered |
| Makói vöröshagyma ; Makói hagyma | Onion of Makó | PDO | 06/11/2009 | Registered |
| Hajdúsági torna | Horse-radish of Hajdú county | PDO | 22/10/2009 | Registered |
| Budapesti téliszalámi | Budapest winter salami | PGI | 21/04/2009 | Registered |
| Szegedi szalámi ; Szegedi téliszalámi | Szeged winter salami | PDO | 15/12/2007 | Registered |



Example of Hungarian protected meat products



Gyula sausage (PGI)



Szeged winter salami (PDO)



Budapest
winter
salami (PGI)



Csaba sausage (PGI)

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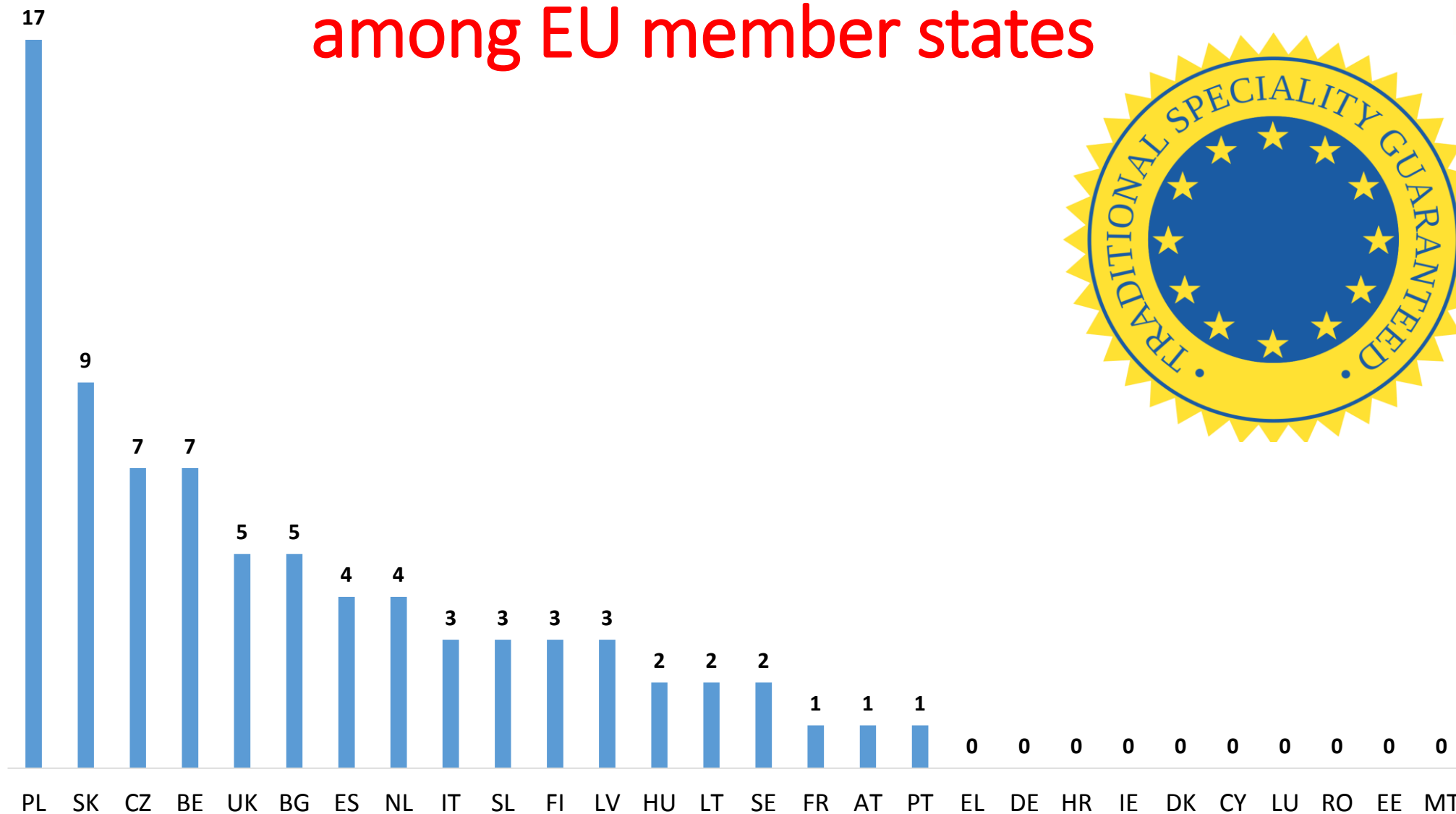
Crackling patty (TSG)



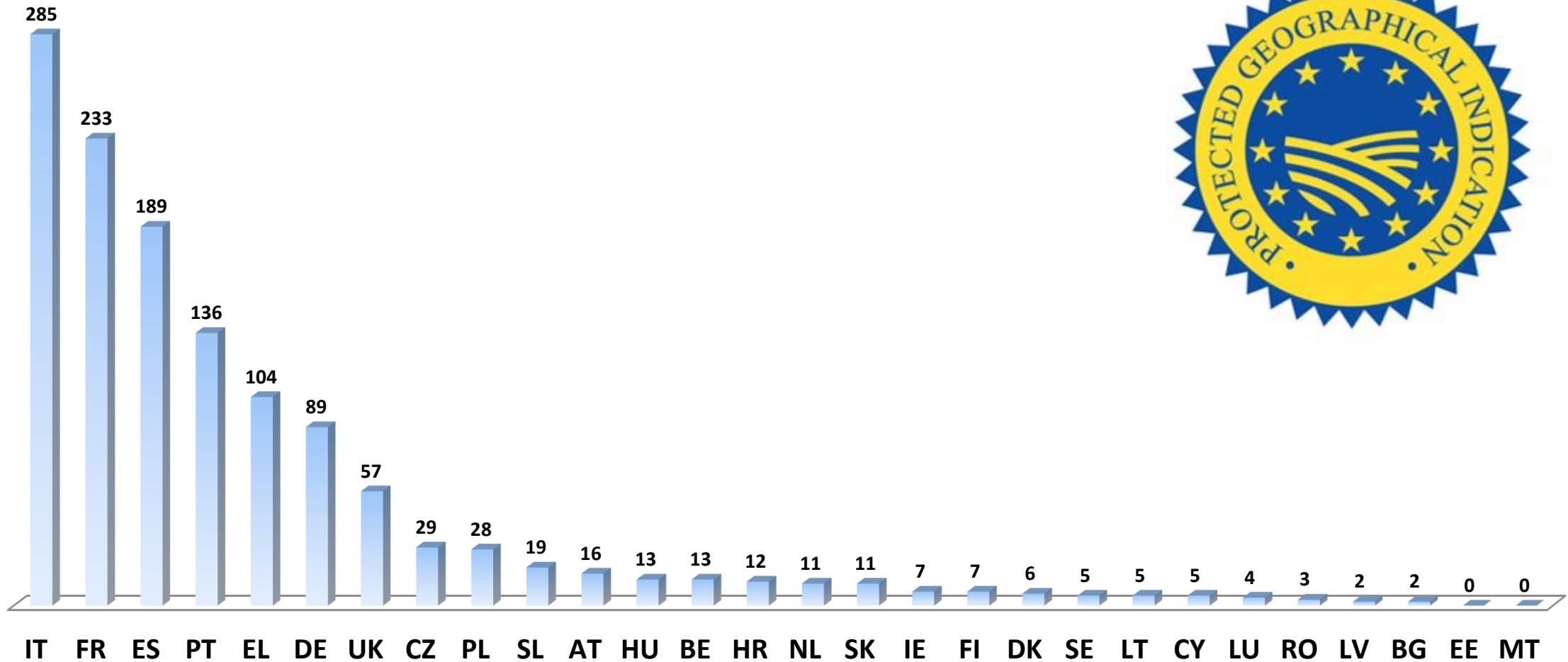
Sweet cheese (applied for TSG)



Distribution of TSG products among EU member states



Registered PGI



Quality control in Hungary



- National Food Chain Safety Office (NÉBIH)



- Government Offices, Food Chain Safety and Animal Health Directorate, 19 Food Chain Safety County Government Offices
- For Organic production:
 - Biokontroll Hungaria Ltd.
 - Hungaria Öko Garancia Ltd.

Some viewpoints for traditional products

- Globalisation versus traditions
- Cultural and social aspects
- Survival of the regions
- Protection of local interests
- Prosperity of smaller communities
- Food safety sustainability
- Regional/local farming (protection of unique/indigenous species, old/traditional know-how, recipes, methods)



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Traditions Tastes and Regions

- Launched in 1998 by the MARD to join the EU's "Euroterroirs" program



HÍR = "Traditions Tastes Regions" Collection

- **Collection of 300** traditional, local agricultural products from the 7 Hungarian region





- “Traditions Tastes Regions ” (HÍR) programme

- **Aim:**

- Collection of Hungarian traditional and local food products and promoting their market

- **Requirements of TTR system:**

- documented history of at least two generations (50 years old)
- traditional production method
- to be linked to a given region
- at least one element of the production based on special local know-how
- generally known at least in the production region
- existing production and market/sale



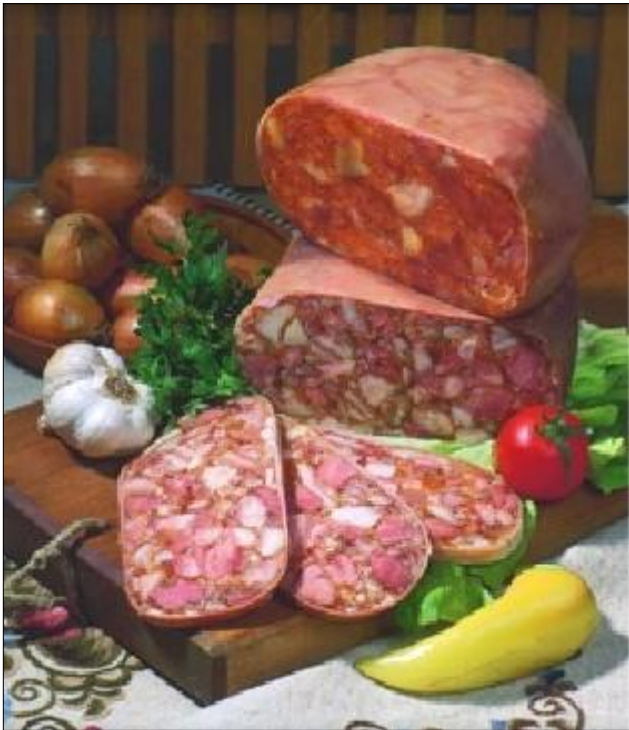
Hungary's collection of traditional meat products

- Cured-cooked beef (Grey Cattle) ham/leg
- Smoked-cooked beef (Grey Cattle) leg and loin
- Grey Cattle salami
- *Vas* Mangalitzza dry sausage
- *Gyula* Mangalitzza sausage
- *Gyula* Mangalitzza chuck
- *Gyula* Mangalitzza bacon
- *Vas* Mangalitzza liver paté
- *Vas* Mangalitzza smoked delicate bacon
- *Vas* Mangalitzza lard
- Mangalitzza Stifolder
- Mangalitzza paprika thick sausage



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- Hungary's collection of traditional meat products



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- Hungary's collection of traditional meat products



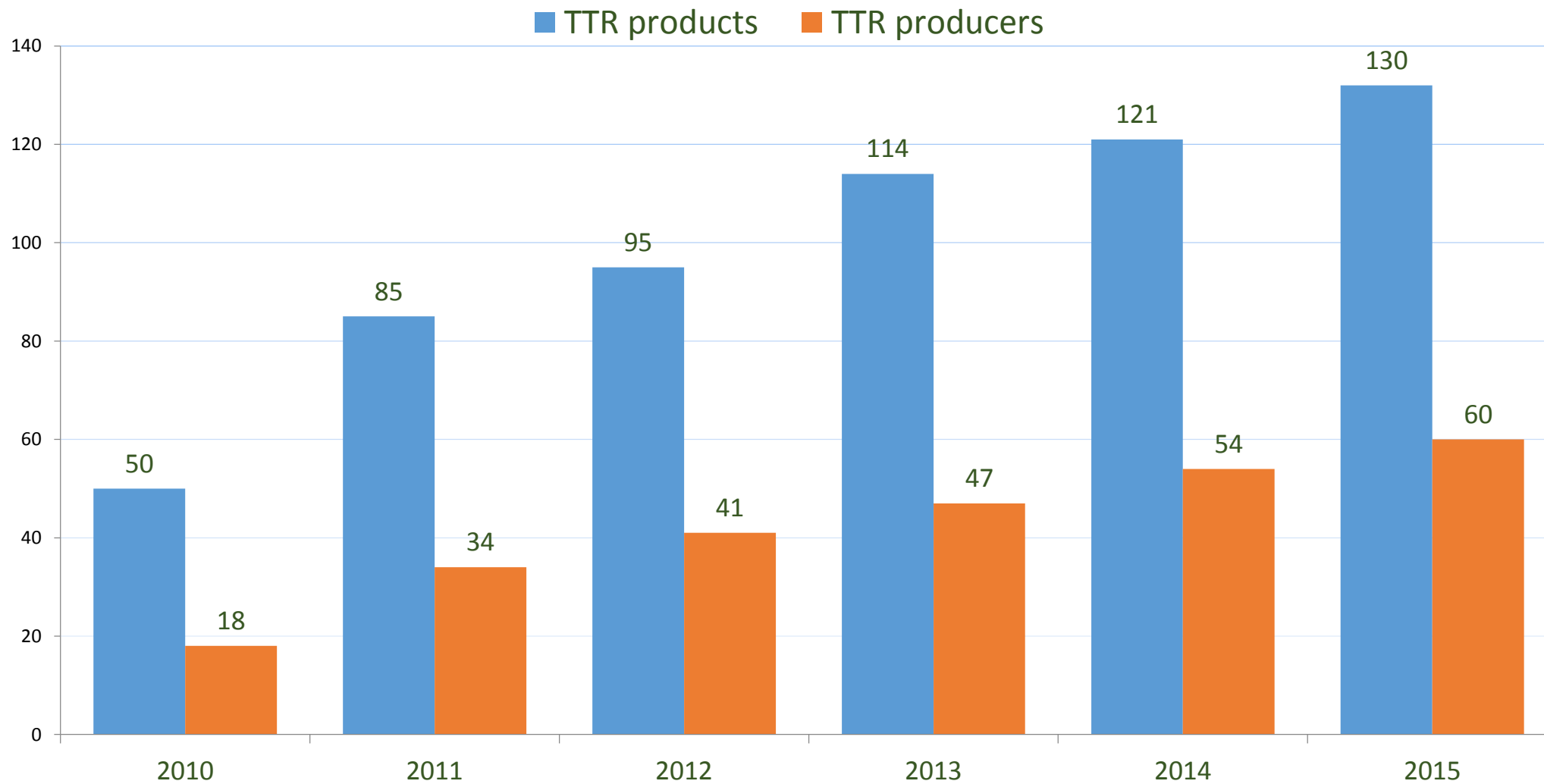
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Hungary's collection of traditional meat products





Products with TTR (HÍR) trademark, 2010-2015



Acknowledged Hungarian quality systems





HUNGARIKUMS



- HUNGARIKUMS are special Hungarian traditional products, not only foods, but other products made by famous Hungarian companies or persons.

E.g.:

- Rubik's cube
- Biro's pen
- Hungarian winter salami
- Porcelain of Herend
- Tokaj old wine



Collection of Hungarikums



- According to the legal definition Hungarikum refers to a collective term denoting a value worthy of emphasis that represents the highest quality of Hungarian product with its characteristically Hungarian attributes, uniqueness, special nature and quality

➤ 7 groups, 60 items

- Agriculture and Food Industry (22)
- Health and Lifestyle (5)
- Industrial and technological solutions (3)
- Cultural Heritage (24)
- Sport (1)
- Natural environment (2)
- Tourism and catering (3)





Hungarikums

Agriculture and Food Industry



1. Pálinka
2. Grape marc pálinka
- 3. Csabai sausage or Csabai thick sausage**
4. Tokaji aszú produced in the Tokaj wine region of Hungary
- 5. Food products from fattened goose**
- 6. Gyulai sausage or Gyulai double sausage**
7. Soda water
8. Ground paprika from Kalocsa
- 9. PICK winter salami**
10. Black locust
11. Hungarian acacia honey
- 12. HERZ classic winter salami**
13. Red onions from Makó
14. Ground paprika from Szeged
- 15. Hungarian grey cattle**
16. UNICUM herbal liqueur
- 17. Debrecen double sausage**
18. Spritzer
19. Alföld chamomile
20. Chimney cake
21. Piros Arany and Erős Pista paprika
22. TÖRLEY Sparkling Wine



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Organic products

A termék a Kiskunsági Nemzeti Park területén nevelt szürkemarhahúsból Szomor Dezső húszemében készült, saját recept alapján.

Szürkemarha szalámi
Csemege

Összetevők: szürkemarha húsz, szalonna, só, paprika, fokhagyma, bors, komény, porrák. 100g termék 100g húsból készült. Hagyományos füstöléssel és érleléssel készült.

Tárolás: 15°C alatt.
Minőségét megőrzi a külön címkén feltüntetett időpontig.
Gyártó: Szomor Húszem 2344 Dömsöd, Tassi u. 57.

HU 998

Szomor szalámi

Balatonihus
Bivalyerős Szalámi
Bivalyból

Nettó tömeg e 100 g

bio

HORTOBÁGYI BIVALYERŐS BÍOSZALÁMI Csipke paprika

www.balatonihus.hu



Organic Salami of Hortobágy

- the 'puszta'
- Grey Cattle, water buffalo, Racka sheep, Mangalica pig
- shepherd traditions
- Hortobágy Nation 1 Park
- ecological farmin,

Eco ORGANIC RACKA MUTTON DELICACY with paprika from certified organic farming

Eco ORGANIC FIERY BUFFALO SALAMI with hot paprika from certified organic farming

Eco GREY CATTLE SALAMI OF HORTOBÁGY with paprika from certified organic farming

ORGANIC FARMING



Protection of origin in Hungary

- **T**raditions **T**astes **R**egions (HÍR) programme
- National vine excellence programme
- National pálinka (brandy) excellence programme

(Ministry of Agriculture)

EREDETVÉDELEM
NEMZETI BORKIVÁLÓSÁG PROGRAM
NEMZETI PÁLINKAKIVÁLÓSÁG PROGRAM
HAGYOMÁNYOK-ÍZEK-RÉGIÓK (HÍR) PROGRAM

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Salt content: max. 5,0 %

Sertéshús, sertésszalonna, nátrium-nitrit). 100 g késztermékben használtak fel.

Érték 100 g termékben

| | |
|---------------------|------------------|
| | 2112 kJ/510 kcal |
| Zsír: | 46 g |
| telített zsírsavak: | 19 g |
| Szénhidrát: | <0,5 g |
| -amelyből cukrok: | <0,5 g |
| Fehérje: | 24 g |
| Só: | 4,1 g |



DAPEST SZALÁMI
elt szalámi, nem ehető bélben

Sertéshús, sertésszalonna, étkezési só, szelén-szulfid, ízfokozószer (E 250). 100 g késztermékben használtak fel.

| | |
|-------------------------------|------------------|
| Érték 100 g termékben | 2092 kJ/505 kcal |
| Zsír: | 45 g |
| -amelyből telített zsírsavak: | 18 g |
| Szénhidrát: | <0.5 g |
| -amelyből cukrok: | <0.5 g |
| Fehérje: | 25 g |
| Só: | 4.2 g |

Results of chemical analyses

| Sample name | Salt (%) | Moisture (%) | Dry matter (%) | Fat (%) |
|-----------------------------|----------|--------------|----------------|---------|
| Gyulai sausage, PGI | 3,95 | 21,33 | 78,68 | 43,80 |
| *Csabai sausage, hot, PGI | 2,98 | 25,65 | 74,35 | 45,49 |
| Budapest winter salami, PGI | 4,29 | 20,41 | 79,60 | 44,55 |
| *Szeged winter salami, PDO | 4,03 | 22,53 | 77,48 | 43,35 |
| Csabai dry sausage | 3,58 | 33,33 | 66,67 | 36,15 |
| Tepertős pogácsa, TSG | 1,12 | 23,05 | 76,95 | 15,45 |

*Results of the Sensory evaluation: products with the best organoleptic characteristics

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Thank you for your attention!