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CERTIFICATION MARK TAS(Q) AS A DISTINCTIVE SIGN OF HIGH QUALITY TRADITIONAL FOOD PRODUCTS

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In order to standardize quality of traditional food products and to enhance their expansion in urban food market within Serbia and Hungary cross-border region, Interreg-IPA CBC project Traditional and Standard Quality - TASQ (HUSRB/1602/41/0146) was implemented. Quality assurance system for sensory, nutritional and processing quality evaluation was developed aiming to distinguish between traditional foods of high quality. Also, common certification mark Q was registered in Intellectual Property Office (IPO) of both neighbouring countries. For certification purposes, developed system was applied on a number of traditional food products. TASQ project team members conducted the on-site visits to traditional food producers providing them the consultancy regarding the improvement of their production process, traceability documentation, packaging and labeling. Simultaneously, the samples of nominated traditional products were taken for analyses. In order to determine food products' nutrient profile and to identify possible safety hazards, as well as to evaluate food sensory profile, the state-of-the-art laboratory equipment, methods and researchers were involved in the project. Overall, 158 traditional products (meat products, dairy products, honey, vegetable oils, processed fruits and vegetables, juices/beverages, pasta and baker's wares, confectionery, spices and teas) were certified with gold, silver or green Q mark, representing distinct quality level. Additionally, innovative internet platform (www.tasq.rs) was designed and developed in order to help traditional producers to promote and sell their products on a wider market. The assigned Q trademark of appropriate colour is clearly indicated for each certified product within the producers' profiles on TASQ internet platform, and represents a guarantee of product quality intended to raise customer confidence. Using the experiences, results and established resources within the aforementioned cross-border project, current research activities are focused on further expansion of the base of traditional food producers and their products within the framework of the TASQ internet platform, better connection between small producers and consumers, and therefore a better placement of traditional food products on the hospitality and tourism market of Vojvodina and beyond.

Keywords: Traditional food, Certification mark, TASQ, Internet platform

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