

Study visit in Pomurje region, Slovenia

Date: 8th October 2014

Pomurje Region, Slovenia



8:45-9:00	DEPARTURE: HOTEL VIVAT, MORAVSKE TOPLICE
9:30-10:30	CENTER DUO, VERŽEJ
<p>Since 2006, the organizational unit of the DUO Centre - Centre of Home Crafts and Applied Arts - has been operating within the Institution of Marianum Veržej (Private Institution).</p> <p>It is an educational centre for the handicraft heritage of northeastern Slovenia. Thus, this type of knowledge is passed on to the younger generations (through workshops and research camps).</p> <div style="text-align: center;">  </div> <p>Among its main activities are:</p> <ul style="list-style-type: none"> - the safeguarding of Slovenian cultural heritage, - promotion and development of handicrafts, - professional development of new forms of education for the professions of handicrafts. <p>It is the first centre of its kind in Slovenia which has, from its start, been supported by the profession, local communities and other active participants of regional development in Northeastern Slovenia.</p> <p>Within the partnership between the Municipality of Veržej and the Institution of Marianum Veržej, since March 2008, DUO Centre has also been working on the tourist information activities (the development of cultural tourism, shaping of tourist attractions, organizing public events and promotion).</p> <p><u>Foreseen activities at this spot: Center DUO guided tour and demonstration of pottery creation.</u></p>	
10:45-13:00	MURA-DRAVA BIKE PATHS ('ISLAND OF LOVE'), IŽAKOVCI
<p>The Mura River divides Pomurje region into two parts – and connect them at the same time. While cycling along the left bank, you will at all times be accompanied by the melodic dialect of the Prekmurje region. It was once an independent language, and even today, this dialect requires some amount of effort to understand for the unfamiliar guest.</p>	

The Mura-Drava bike paths will lead you past many cultural and natural attractions. If you prefer more active sports, you'll discover opportunities for many other forms of recreation along the way. Along the way, the path offers you many opportunities, twists and turns that will allow you to customise your tour as you wish.



You can cross over the Mura at many points along the way, either by using classical bridges or in ways more unusual, such as a ferry ride.

The 'Island of Love' in Ižakovci is one of the most visited tourist spots within the Mura-Drava bike routes. In the past there were many mills on the river, which were of great economic importance. Nowadays there are two mills on the river, but only the one in Ižakovci is a floating mill.



Floating mill



Ferrying

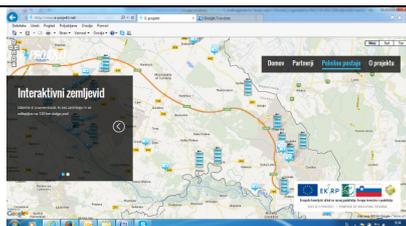
Surely you will not wish to miss trying the local cuisine and excellent wines, which are renowned and respected both here and abroad.

➤ **PRESENTATION OF THE PROJECT eBIKE PATH**

Under the project an eBike path was created that connects municipalities of Lendava, Beltinci, Kobilje and Dobrovnik and is unique in the territory of Slovenia.

The priority of the project is the preservation and development of the countryside which is ensured by existing services and products and by introduction of new ones. Local inhabitants and tourists have a free-of-charge network of 20 charging stations and 5 information ePoints with a total of 10 eBikes at their disposal.

The charging stations network connects local tourist destinations with the city centre and local entrepreneurs in the field of hospitality/tourist offer. The project increases the mobility of local inhabitants and encourages a healthier lifestyle. Essential objective of the project is also a contribution to the reduction of environmental pollution.



➤ **PRESENTATION OF THE PROJECT „INAČI“**

A young and innovative company INAČI which processes prime fruits to preserves, marmalades, jams and snacks will present itself. All products are made traditionally with a high added value of a quick and effective processing.

The word *inači* was used by our ancestors in Prekmurje to denominate differentness. Just like our work and products which we make in our modern production site at the head office are different.

Foreseen activities at this spot:

- Guided presentation of the Mura-Drava bike path line;
- Ferrying = crossing the Mura river with ferry ('floating bridge');
- Guided visit of the floating mill;
- Permanent exhibition »Būjraštvo – Consolidation of the Mura riverbanks« in the Riverbank House;
- presentation of the projects eBike path and Inači;
- Tasting of presented local specialties ("Inači" brand local products).

13:30–15:00 | FAMILY KODILA, MARKIŠAVCI - PROVIDER OF PREKMURJE HAM

»Scent of Prekmurje« (Diši po Premurju) is a collective trademark bringing together manufacturers, sellers and lovers of quality food products in their shared efforts to improve the quality of specialties from the Prekmurje region as well as to ensure their protection and promotion.

The Scent of Prekmurje trademark (going by the name "Diši po Prekmurju" in Slovenian), which brings together a range of quality food products from different manufacturers, has been developed to integrate the region's potentials in the fields of quality foodstuffs and traditional gastronomy. Under the umbrella of the Scent of Prekmurje trademark we have gathered indigenous food products that were already well-known, but not yet standardized and protected as regards their quality and marketing.

So far, we have standardized and protected prekmurska šunka (Prekmurje ham) and prekmurska gibanica (Prekmurje layer pie). Likewise, we have protected the geographical origin of Prekmurje wines. Beside those, Scent of Prekmurje also offers other products that are made in Prekmurje and have a unique local character.

Kodila family belongs for several generations of recognized producer of Prekmurje ham (Prekmurska šunka). Already the third generation of family Kodila is engaged in meat processing and manufacturing of meat products. Their most known and acknowledged product is Prekmurje ham, which is also entered in the register of protected geographical indications.

Prekmurje ham is quality dried meat originating in the region of Prekmurje. It has earned its reputation throughout a centuries-old tradition of drying and maturing of pork leg. This is a product with a distinctive shape which sets it apart from pršut, the well-known Slovenian air-dried ham, or from South Tyrolean Speck. Next to other dried hams, Prekmurje ham is recognizable by a different aroma and taste as well as by a new elegance of slicing.

In the desire to preserve the ham's indigenous character and recognisability, and in order to safeguard it against possible misuse, a procedure to protect the geographical origin of Prekmurje ham has been implemented under the auspices of the Association for the Promotion and Protection of Prekmurje Specialities. The protected name can be used only by ham producers holding a certificate.

Foreseen activities at this spot:

- Presentation of the entire Family business - with topic on future using of geomatics for their products;
- tasting (snack /light meal) with ham and other local specialties.

16:00 - ...

LATE LUNCH (DINNER) AT THE TOURIST FARM PUHAN IN BOGOJINA

Tourist farm Puhan is located above one of the main tourist attractions of Pomurje, the „Plečnik church“ in Bogojina. The family Puhan offers delicious traditional food and wine. On the family farm, they grow pigs and produce cold meats like salami and Prekmurska šunka. They grow vegetables like salad, tomatoes, cabbage, bell pepper, cucumbers, pumpkins etc.

Around the farm in Bogojina they have vineyards with around 9000 vines of Chardonnay, Rhine Riesling, Pinot Gris, Welschriesling, Traminer and Kerner. Puhan family produce special open wine called »Vino Svetega Urbana« and also bottle the best of each sort. Wines are dry, off dry and semi sweet. In best vintages we make also late harvest. In wine cellar they organize tastings for guests, where wines and history of Prekmurje as winemaking region are presented.

We will visit the Tourist Farm Puhans and enjoy traditional Prekmurje dishes and quality wines from their cellar.

Foreseen activities at this spot:

- Late lunch /dinner with traditional Prekmurje local specialties;
- Presentaion (short) of the Tourist farm– with topic on future using of geomatics for their products;
- Guided wine tasting.

ARRIVAL TO MORAVSKE TOPLICE, HOTEL VIVAT

END OF STUDY VISIT

The Study visit is organized by Razvojna agencija Sinergija, Slovenia within the GRISI PLUS project which is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC Programme.

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