



# European Quality food

from BULGARIA, GREECE & ROMANIA

The EU financed campaign **"EU ORGANIC DEAL"** promotes European organic products from **Bulgaria, Romania and Greece** in the **United Kingdom** and the **United Arab Emirates** aiming both to **increase the consumption** of the promoted products in these countries and to **increase awareness** regarding the **advantages** and their **exceptional qualities**.

## Organic deal

*grown organically by mother nature!*

[www.organicdeal.eu](http://www.organicdeal.eu)



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The European Union supports  
campaigns that promote high quality  
agricultural products



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Europe is considered one of the most temperate and richest regions in the world, with great agricultural production thanks to the favorable climate and high level of expertise of EU farmers.





European cuisine has always relied on a wide range of high-quality organic agricultural products and foods such as virgin olive oil, delicious cheeses, natural juices made from carefully selected fruits from European orchards, aromatic coffee and tea ideal for breakfast, and much more.

European organic products excel and have long been preferred by consumers for many reasons, but mainly because of their premium quality, certified by the strict rules applied by all farmers in the EU throughout the production process and further enhanced by organic labeling.

More specifically, an organic label indicates that no chemicals have been used in fertilization or crop protection throughout the production process, and that only environmentally friendly production methods have been used that aim to maintain the sustainability of the environment and ecosystem for future generations.

Three regions with excellent soil and climate conditions are Bulgaria, Romania and Greece. These are regions with a high level of expertise, great agricultural production and a rich gastronomic tradition that includes a variety of organic products, such as virgin olive oil made from the best olive cultivars, to add flavor to any dish, cheeses with a rich taste and high nutritional value, juices made from selected fresh fruits, fine coffee and tea to enjoy every moment, always paired with delicious pastries and organic honey.

In this context, the EU ORGANIC DEAL programme promotes European organic products from Bulgaria, Romania and Greece in the United Kingdom and the United Arab Emirates. The aim is to increase consumption in these countries and provide more information about the benefits and excellent qualities of these products.

For more information, please visit the website [www.organicdeal.eu](http://www.organicdeal.eu)





## Quality:

European farmers and food producers have a reputation for producing a diverse range of high-quality products. Beyond the legal requirements, there are additional aspects of product quality, which are also valued by consumers, e.g. the use of traditional farming methods in production.

The primary efforts for the improvement of the food quality were entered into the Agricultural Policy of the European Union. EU legislation sets strict criteria guaranteeing the standards of all European products. Key figures on European quality policy are the Common Organization of Markets for agricultural products, the determination of common legislative frameworks of all the EU Member States to define together the specifications, the operating framework and the inspection regime, which ensure that the specifications are common to the whole European market. Cultivation and production methods meet international and European quality and safety standards.

## Food safety:

The main objective of the European Commission's food safety policy is to ensure a high level of protection of human health and consumer interests relating to food, taking also into account the diversity and the effective functioning of the external market. Strict EU rules were tightened in 2000 to ensure that European food is extremely safe.

EU's integrated approach aims to ensure a high level of food safety, animal health and welfare and plant health in the European Union by taking consistent measures from farm to consumption and proper surveillance. EU authorities carefully evaluate risk and always seek the best possible scientific advice before prohibit or allow any product, ingredient, additive or genetically modified organism. This dissemination of knowledge will allow consumers to evaluate the EU products, to understand why so much emphasis on food safety is given and thus to lead them buy EU products rather than products imported from other countries.

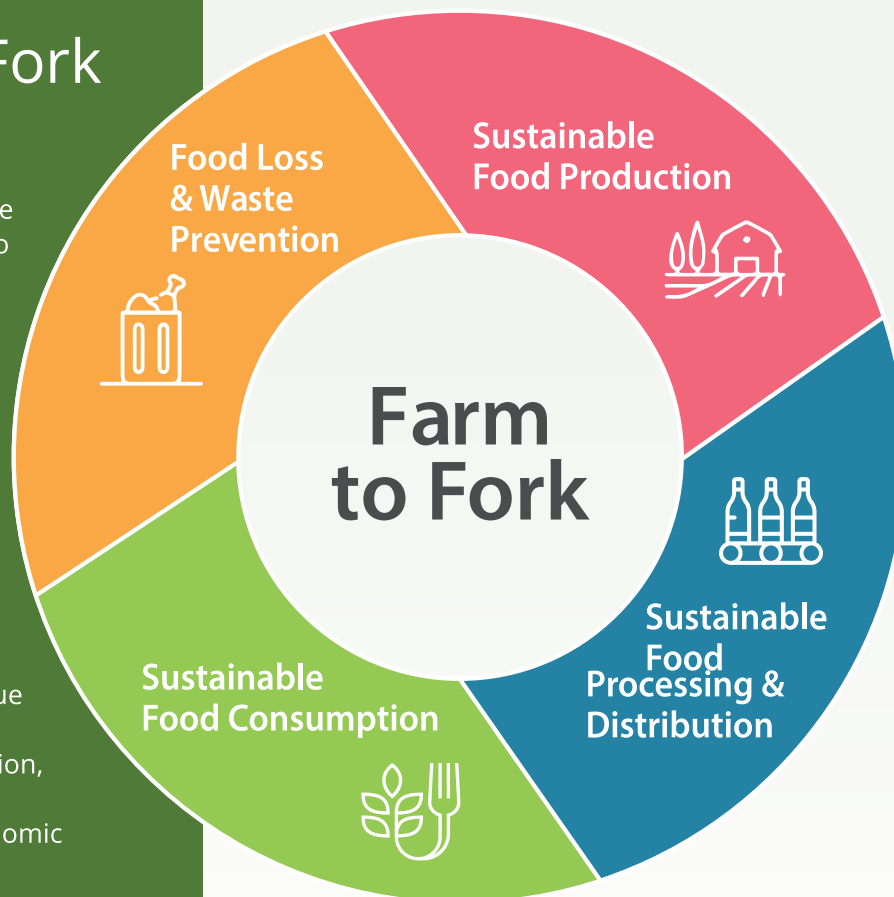
## Green Deal:

The European Green Deal sets out how to make Europe the first climate-neutral continent by 2050. It maps a new, sustainable and inclusive growth strategy to boost the economy, improve people's health and quality of life, care for nature, and leave no one behind.



# From Farm to Fork Strategy

The Farm to Fork Strategy is at the heart of the Green Deal, aiming to make food systems fair, healthy, and environmentally friendly. It addresses comprehensively the challenges of sustainable food systems and recognizes the inextricable links between healthy people, healthy societies, and a healthy planet. The strategy is also central to the Commission's agenda to achieve the United Nations' Sustainable Development Goals (SDGs). All citizens and operators across value chains, in the EU and elsewhere, should benefit from a just transition, especially in the aftermath of the COVID-19 pandemic and the economic downturn.



## From Farm to Fork Strategy

A shift to a sustainable food system can bring environmental, health, and social benefits, offer economic gains and ensure that the recovery from the crisis puts us onto a sustainable path. Ensuring a sustainable livelihood for primary producers, who still lag in terms of income, is essential for the success of the recovery and the transition.

EU legislation, based on the European Green Deal, has set as a general goal a new development strategy for the EU, with the aim of transforming it into a climate-neutral, equitable and prosperous society, which will have a modern, efficient use of resources and a competitive economy. In particular, through the Farm-to-Fork strategy, the Union seeks to ensure adequate, economical and nutritious food, to ensure sustainable food production by substantially reducing the use of pesticides,

antimicrobials and fertilizers, and to promote food consumption and healthy eating. The proposing organisations, consistently following the priorities set regarding sustainability, are fully complied with the content and the spirit of EU legislation.

The rationalization of production through the management of inputs-outputs, leads to addressing the negative consequences of over-irrigation (waste of water and energy), increased greenhouse gas emissions, improper use of fertilization and increased production costs.

Direct consequence of these practices is the reduction of the environmental footprint with the simultaneous production of high nutritional value products, which comply with national and European standards.





## The Bulgarian National Horticultural Union (BNHU)

The Bulgarian National Horticultural Union (BNHU) was established in May 2003 as a non-profit organization and the majority of the members of BNHU is major producers of traditional and non-traditional Bulgarian fruit and vegetables and is producer of the 100 % of Bulgarian organic cherry juice.

One of the Union's main objectives is to promote the growth of exports and to enhance competitiveness of Bulgarian fruit, vegetables and flowers on international markets. Main objectives of the Union are:

- The protection of the interests of its members before the legislative, executive and local authorities.
- To contribute for expanding of export and to consolidate the competitiveness of Bulgarian fresh cherry juice on international markets.

• Also to issue statements on the existing legislation and to contribute the solution of the problems, hampering the industrial development and the development of professional training for its members.

### The bodies of the Union are:

- General Assembly, Board of Directors and Supervisory Board
- The organization of the work and the activity of the General Assembly,
- The Board of Directors and Supervisory Board is implemented by rule and regulations adopted by the General Assembly
- The Board of Directors consists of seven member elected by the General Assembly.





## Association of Operators in Organic Farming Bio Romania

Association of Operators in Organic Farming Bio-Romania is a Romanian legal entity of private law, non-profit, non-governmental and apolitical, independent. The association was founded in September 2008 in accordance with Government Ordinance no. 26/2000. Bio Romania was formed by merging 18 Founding members: associations, cooperatives, companies, processors, exporters, universities and personalities in the field of organic farming. The association advocates for sustainable development of agriculture and the countryside Romanian, education, information and awareness of consumers on the benefits of organic farming both to human health and to the health of nature by promoting consumption of certified organic food. The association aims to identify operators of the same area, leaning through counselling, professional organizations on creating sectors (crop and animal production, processing, marketing, consulting and promotion).

Goal, objectives and activities of the association: The aim of the Association is the development of Romanian organic agriculture by:

- Promoting excellence in organic farming
- Increased competitiveness in the field of organic farming and sustainable rural development
- Harmonizing, representing and defending the interests of operators in organic farming, both nationally and internationally.
- The main objectives of the association, internationally, are:
  - Representation of the organic farming sector in Romania in relations with associations, federations and unions international branch in the field by promoting the exchange of information, experience and publications of these and initiate programs to develop the organic sector;
  - Promoting the interests of association members in international economic cooperation and attracting foreign capital investment, direct or portfolio;
  - Affiliation to international organizations involved in organic agriculture and related.



## Union of Hellenic Chambers UHC

UHC actions pivot around the assumption of it being the State's enacted advisor on economy and growth in general; it also represents Hellenic Chambers at home and abroad, and provides services to them.

To this end, it develops actions making it an effective tool in the country's economic and social development.

Based on the above, the UHC has set the following objectives, by order of priority:

- To perform its consulting role vis-a-vis the authorities in the most effective way, to provide integrated information services to its member-Chambers
- to efficiently represent Chambers at home and abroad, to assert the management of development projects from the State.

### **The UHC has set the following priorities:**

Essential contribution of the Chambers in economic policy-making and implementation, via the submission of opinions on every economic-related matter or draft law, by the UHC. Active participation in all functioning Committees that the State and various state bodies are setting up from time to time, concerning the economic activity.

Such participation shall pertain to the formulation of joint positions and informed proposals, for a

more effective intervention in decisions and choices concerning their members.

An active presence of the UHC abroad, and especially within the European Union, South-Eastern Europe and Eastern Mediterranean. Fostering relations with national Chamber unions in those areas, and in particular, close cooperation and activity within the Eurochambers and the Association of Balkan Chambers. Moreover, easier access to several

financial means is provided to Hellenic businesses and the overall business environment is improved. Maximization and full utilization of the potential that small and medium-sized enterprises have for employment, growth and competitiveness.

All 59 Hellenic Chambers participate in the UHC on an equal basis:

Commerce - Industry - Craft and Professional. In particular, each prefecture has a mixed Chamber, except the country's three largest cities, which have three Chambers each. Using this network, the UHC represents our country's entire business world: namely 900 thousand

Hellenic enterprises. UHC, and the member-Chambers, are the connecting link between businesses and public administration, and the official forum for dialogue between the state and the productive classes  
ACCESS TO FINANCING MEANS

## Promoted organic products:

- Fruit Juices
- Olive oils
- Sunflower oil
- Cheese & curds
- Coffee, Tea, Mate & Spices
- Bread & pastry
- Dried fruit
- Honey







## Organic fruit juices:

Fruit or vegetable juice is a very tasty product that comes from squeezing and pressing fruits and is an excellent source of vitamins and nutrients. One of the great advantages of juices is that after standardization they retain all their freshness for about 2 years.

The fruit juices are made from 100% fruit without any added sugars, colorings or preservatives and are a pure product with a rich natural taste, and extra nutrients, fibers and minerals.

## Organic coffee:

Coffee, everyone's favorite drink is made from roasted coffee beans, with a dark color, sometimes bitter and strong taste that is everyone's favorite habit. Coffee is served either cold or hot.

## Organic olive oil:

European olive oil is produced from the highest quality olive varieties and is one of the best products to cook, fry or use in salads, cold meals and more.

Olive oil is produced by cold pressing of the olives, it is being standardized and packaged according to the strictest quality standards, and has a very rich content of nutrients and excellent taste.

## Organic sunflower oil:

Sunflower oil is the oil that comes from the sunflower plant of the variety *Helianthus annuus*. After special treatment, a light-colored oil with a light taste and rich in fatty acids is obtained.

## Organic cheese:

European organic cheeses are a world famous product. Cheese contains a host of nutrients like calcium, protein, phosphorus, zinc, vitamin A and vitamin B12. There are many varieties of delicious cheeses that will cover all your taste needs and expectations.

## Organic tea:

Tea is an aromatic beverage commonly prepared by pouring hot or boiling water over cured or fresh leaves. After water, it is the most widely consumed drink in the world. There are many different types of tea: infusions of fruit, leaves, or other plant parts, such as steepings of rosehip, chamomile, or saffron crocus tea.

## Organic for breakfast:

Breakfast is a very important meal and you'll need to make sure that you get all the nutrients you need to start every day full of energy. Fresh and fragrant European coffee or tea, fresh organic juices full of nutrients, delicious cheeses, honey, and some dry fruits.

An EU breakfast full of taste, aroma and nutrient value.

## Organic for lunch:

European cuisine is internationally known as one of the healthiest and tastiest cuisines that exist, and this is largely due to the great influence it has received from Mediterranean cuisine characterized by very healthy and tasty recipes.

So if you want to make a complete lunch and you are thinking about what to make, here is a great idea. European meat made in various ways, grilled or boiled, accompanied by fine organic cheeses. Accompany it with a fresh green salad with extra virgin olive oil, sunflower oil or walnut organic oil. Ideally close your meal with a light and cool dessert with yogurt and honey.

## Organic for dinner:

One of the best ways to end your day in the most beautiful way is to hang out with friends, discuss various topics, and enjoy excellent European wine with a variety of European cheeses, and a cool fruit salad with strawberries.

For our little friends you can also prepare a light meal with milk and cereals, and a glass of European natural juice.





## Oat porridge with cherry juice, fruit & cinnamon

### Ingredients:

- 100 ml organic cherry juice
- 5 tbsp oat flakes
- 1 tbsp chia seeds
- 1 pinch of salt
- 1 tsp. cinnamon
- 1 tbsp maple syrup
- 100 gr. yoghurt
- Fruits like banana, cherries and mango
- 1 tbsp walnuts

### Recipe:

- Mix all the ingredients for the porridge in a jar, close it and put it in the fridge for 8-10 hours.
- Take the jar from the fridge, chop the fruit and add it to the porridge a long with the walnuts.
- That way you take it with you to work or the gym.



## Florentines with dried fruit

### Ingredients:

- 100 gr. dried fruit, chopped
- 40 gr. butter
- 150 ml milk cream
- 100 gr. sugar
- Vanilla
- 50 gr. honey
- 2 tbsp flour
- 150 gr. almond fillet
- 50 gr. Corn Flakes
- 100 gr. bitter chocolate

### Recipe:

- Put the milk cream, butter, sugar, honey and vanilla in a saucepan to boil. Mix the flour, almonds, corn flakes and dried fruit and pour them into the pot. Stir, bring to a boil and set aside.
- Lay a baking tray with non-stick paper and put small balls of the mixture. Press them with a fork and bake in a preheated oven in the air, at 170 degrees for 10-15 minutes, depending on the oven.
- Let them cool, melt the chocolate, dip the florentines one by one and let them dry.





## Cheese Curds, cheese croquettes

### Ingredients:

- 200 gr. Cheese Curds
- 60 gr. flour
- 100 ml of beer
- ½ tsp. Salt
- 1 egg
- Oil for the fryer
- Dip for serving

### Recipe:

- Cut the cheeses into small portions.
- In a bowl, beat the egg and add the beer, salt and flour and mix well until they become a slurry.
- Put the fryer to heat up to 200 degrees or enough oil in the pot to heat up well.
- Dip the cheeses into the porridge and drop them one by one into the hot oil.
- In less than 1 minute they will be golden and you will take them out.
- Drain them on kitchen paper and serve them with a Dip.



## Pumpkin soup with coffee & carrot

### Ingredients:

- 1 medium pumpkin, peeled and diced
- 1-2 large onions, sliced
- 3 carrots
- 1 tbsp butter
- 40 gr. ground coffee beans
- About 1.5 liters of vegetable stock
- Salt, freshly ground pepper
- 100 ml cream, optional

### Recipe:

- Heat the butter and saute the onions until wilted.
- Add the carrots and coffee and continue sauteing for another 1 minute.
- Add the pumpkin, broth, salt and pepper and boil the pumpkin for 20 minutes.
- Grind with the hand blender, pour cream, garnish with pumpkin seeds and some ground coffee and serve.





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