

## **FINAL EVENT OF THE PROJECT BORDERGRAZE**

The final business event under the project "High Nature Value grazing in NATURA 2000 areas for meat product quality improvement and innovation in the product distribution at the cross-border area GR-BG", with the acronym BorderGraze was held on 07.12.2023 in Gotse Delchev. Representatives of the project partners presented to the participants of the event their activities during the implementation of BorderGraze.

Mrs. Lola Perucho Spanos, doctor of veterinary medicine and associate at the OMIKRON company, presented the leading partner of the project and informed about the protocols for identification, classification and ecological evaluation of pastures of high natural value in NATURA 2000 zones. The interest of the participants was focused on the conducted studies and results in the studied regions that led to the creation of an online store with the aim of innovation in the distribution of meat products with high natural value (HNV).

The manager of "Ivan Keryanov Bio Trade 93" Ltd. addressed the participants with congratulatory words, followed by the presentation of the project with the corresponding goals and activities carried out by the Bulgarian partner.

The event ended with a presentation of the results and a short discussion on the topic of pastures of high nature value in NATURA 2000 areas with the aim of improving the quality of meat products.

**Date: 7<sup>th</sup> December 2023**



This publication has been produced in the framework of the project "High Nature Value grazing in NATURA 2000 areas for meat product quality improvement and innovation in product distribution at the GR-BG cross-border area", acronym BorderGraze, co-financed by the European Union through the European Regional Development Fund (ERDF), national funds of the countries participating in the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020" and own funds of the participating beneficiaries. The entire responsibility for the content of this publication lies with the Yvan Keryanov Bio Trade 93 LTD and can under no circumstances be regarded as reflecting the official opinion of the European Union and the Managing Authority of the CBC Programme INTERREG V-A Greece - Bulgaria 2014 -2020.