



## Project Title

Wine Day

## Project Type

Activities/ Cultural and touristic / events

## Project Location

ZF Lezhe / Kallmet, Blinisht, Dajc, Hajmet, Bushat dhe VauDejes.

## Total Pre-Estimated Budget

15 000 € /year

## Project Background and Analysis

Due to their favorable geographic position made of mountain and lowland landscape, and their pervasion by Drini river, Kallmet and Zadrime are well known for agricultural products. The agricultural products for which Kallmet and Zadrime are well known are the autochthonous variety of grapes which main product is wine. Handcraft production of wine is somewhat neglected due to the construction of some wineries in the area but also as the consequence of migration of working forces. During years 2007-2013 due to subventions issued for agriculture by the government as well as the return of many immigrants the vineyards plantation in the areas of Kallmet and Zadrime initiated bringing back the tradition of cultivation of varieties of autochthonous grape and wine production. The return to this tradition and the necessity of self-employment of the residents makes it fundamental the promotion of these products and the encouragement of other farmers to cultivate varieties of autochthonous grape and product wine as a method of reaching sustainable economic development of the area.

## Specific Objectives of the Project

The main objective of the project is the encouragement of local farmers to cultivate varieties of autochthonous grape and produce wine as well as the promotion of these products as a stable method of the development of the area.

## Expected Results and Project Indicators

The benefits of this project go to the farmers of 3 units located in the Lezha area and 3 units located in Vau i Dejes area. Direct beneficiaries of this project are 7 wineries of these units and 50 farmers dealing with wine production using traditional methods. Farmers will be supported through informative leaflets on wine production using traditional methods, through providing connections with wineries in order to make sure that there is a market for their agricultural products as well as through promoting their products in the Wine Day fair. The development of this project will directly affect the benefits of participating farmers and the creation of a yearly activity which will be part of the activity calendar of Lezha municipality.

# PROJECT 13



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## Project Activities

- Drafting the informative leaflets regarding grape varieties and autochthonous wines of Kallmet and Zadrima (qualities, map on the extension of the vineyards, amount of vineyards, vision for the next 10 years, handcraft methods of wine productions, and production capacities of existing wineries).
- Wine Day (Every September)
- Presentation of the varieties of autochthonous grapes and wine by local girls dressed with traditional costumes of the area.
- Wine production with traditional methods (wine press) by youth dressed in traditional costumes of the area.
- The fair of grape products.
- Wine products competition with a professional jury consisting of sommeliers and representatives of the Agriculture Directorate and Ministry of Agriculture and Food.
- Prizes assignment ceremony.
- Concert performed by local artists groups.
- Buffet (with traditional products of the area)
- The activity to be accompanied by live music.

## Project Maturity

The project concept was already prepared and the preparation and implementation of the activities is easy. It can be said so based on similar experiences of Kallmet municipality and the other participating units. This project is also linked to the other projects in the agricultural sector provided for Lezha ZF.

## Financial Resources and Implementation Partners

Potential funders of the project are the municipality and donors. The municipality will keep the authority of the project which is also approved in its PBA as a way to assure its stability for the future years as well. There will be an attempt to assure the support of economic subjects operating in the sector such as wineries in their quality of direct beneficiaries of the project.

## Project Cost

- Identification of farmers and wineries participating in the activity ----- 2000 €
- Drafting and printing out 500 informative leaflets --- 1000 €
- Wine Day fair (Transport + tables + tents etc.) 5000 €
- Prizes for the Wine contest ----- 1000 €
- Concert and artistic groups ----- 2000 €
- Buffet ----- 1000 €
- Media + Banners + Advertisement 1500 €
- Staff costs 1500 euro