



**HILVAN LOCAL ACTION GROUP
SEPTEMBER 2021**

VINTAGE FESTIVAL IN HILVAN

LAND OF GRAPE: HASENIK

Hilvan Local Action Group (Şanlıurfa) launched the "Hasenik vintage and must festival" project in September to promote Hasenik grape products (molasses, pulp, walnut sausage, etc.) under the theme of "Developing value-added products".

The most important source of income of Hasenik (Ovacık) village is the cultivation of grapes, urfa pistachios and almonds. Hasenik is known for its local vineyards and products obtained from grape must. Due to the unique taste and aroma of grapes, the best grapes of the region are grown here. The grapes, which are collected with great effort during September and October with traditional methods, turn into delicious products in the hands of the women of Hasenik. The demand for these products is increasing day by day with the special taste of molasses, pulp, "kesme" and sausage obtained from grape juice.

PROJECT INFO:

BUDGET: 45.000 TRY

SHAREHOLDERS: HILVAN MUNICIPALITY
AND HILVAN GOVERNORATE

SUBJECT: FESTIVAL



ADVENTURE OF GRAPE MUST

For the 1st Hasenik vintage and must festival, Hilvan Local Action Group got together with the people in Hasenik Village and started preparations months in advance. All the plans for the Hasenik festival were planned together with the villagers. At the festival, which was organized to contribute to the promotion of local products, the producers showed the participants on site the stages through which grapes are transformed into products such as molasses, pulp, "kesme" and sausage. In this way, the producers participating in the festival had the opportunity to promote and market their products.



Hilvan Municipality and Hilvan District Governorate, the stakeholders of the 2-day project, supported the project in promoting the festival in national and local media. The transportation of the thousands of participants to the festival area was provided free of charge by Hilvan Municipality.



The aim is to develop branding in local products

Various contests for producers were also organized within the scope of the festival. The producers who made the best fruit pulp, "kesme" and sausage were awarded with 1000 TL for the first place, 750 TL for the second and 500 TL for the third. Again, expenses such as festival area and equipment rental, catering to the participants, promotional materials such as bags, cups and flags were provided with the support of LEADER.



LAG representatives express that they will continue activities and projects to increase the added value of local products and promote them. In the medium term, they aim to increase the popularity of molasses, pulp, cut, pistachio and walnut sausage made from Hasenik grape must throughout Turkey, through participation in fairs, video films, brochures and booklets. In the long run; they plan to take an important step towards branding by obtaining geographical indications for at least a few of these products.