

Municipality of Agia

Local products

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Malta, 02.07.2014



HELLENIC REPUBLIC
MUNICIPALITY of AGIA

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Towards Excellence in Cultural Tourism



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Municipality of Agia

THE MUNICIPALITY OF AGIA, is part of the Regional Unit of Larissa – Region of Thessaly

It has an area of 668.26 sq. kms. and 11,633 inhabitants (2011 Census).

It is located on the east side of Larisa and is composed of the former “kapodistrian” municipalities of Agia, Melivoia, Evrymenai and Lakereia.

Agia is a coastal municipality with a coastline of 60 kms, where picturesque bays alternate with long beaches, with a unique blend of Mt Kissavos green and blue Aegean sea.



Municipality of Agia

One of the features of the region is a continuous sandy beach of 13 kms extending from Velika to Agiokampos.



The natural wealth of the region is extensive. The **dense forests of Kissavos, dozens of springs, lakes, rivers, waterfalls, rare plant species and rich animal kingdom**, confirm the picture that the area is unspoiled. Solid evidence are the 35.000 acres of the public forest of **Polydendri** (former royal estate) currently under the management of the Ministry of Agriculture.



The wetland of the Peneus delta formed at the mouth of the Peneus river, a part of the aesthetic grove of Tempi valley as well as the aesthetic forest of Mt kissavos (Ossa) also belong to the municipality of Agia. The history and religious tradition of the municipality, which is on Mt Kissavos, also known as the "Mount of Cells", with three operative monasteries, and a plethora of byzantine and post-byzantine monuments is also rich.

Local products



 Apples

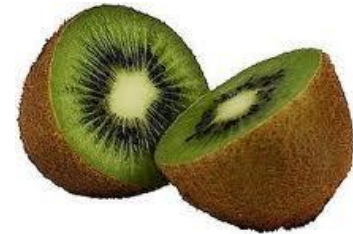
 Cherries



 Chestnuts



 Kiwis



Apples



✚ Around 30 % of the total apple production of the country is grown in the area of Agia, an indication of its current potential .

✚ Apples have been cultivated in Agia since approx. 1950. The first apples produced were “firikia” . Then (around 1950) locals began growing Delicious and Rennata Apples.

✚ **The apple Festival is a seven-day fair held annually in early September**, with religious ceremonies, musical events and a presentation of apple as a main local produce.



Apples

✚ The total apple production in Agia is estimated at 50.000.000 kilos.



✚ Since 1980 more varieties have been introduced such as Imperial, Royal, Double Red, Wellspur, Red Chief, Starkimson, the yellow varieties of Golden, Jona Golden, smoothy and green varieties of Granny Smith. Nowadays, the most prevalent red varieties are Starkrimson, Redchief, Superchief and Jesey Mac in summer, the yellow Golden apples as well as the green variety of Granny Smith.

Cherries

➤ In the area of Agia , there are many cherry orchards. The cherries produced here are reputable for being fleshy, deep red in color and their delicious taste.



➤ A **Cherry Festival** has been held annually in mid-June in Metaxohori for the last 35 years.



➤ Total cherry production in the municipality of Agia amounts to 5.000.000 kilos , with an upward trend in recent years.

Chestnuts

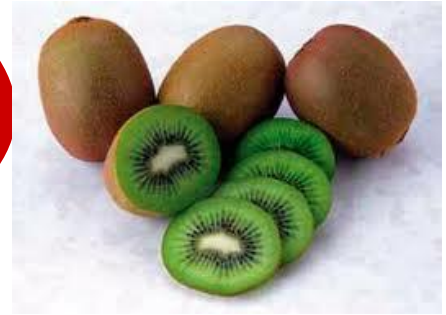


@ Throughout the municipality chestnut production is estimated at 2.000.000 kilos.



- @ Chestnut tree plantations can be found around Mt Kissavos and Mt, Mavrovouni and the production of chestnuts in the wider region of the municipality shows growth trends as a result of the renewal of the plantations in recent years.
- @ Today, the chestnuts produced in Melivoia are famous for their quality, luster , size and flavour. In recent years a rural cooperative campaign has been launched in Melivoia in collaboration with the municipal authority in order to have local chestnuts granted PDO (Protected Designation of Origin) by the E.U. So, the recognizability and traceability of the local produce have been on the rise in comparison with other similar produce and can be become competitive on both domestic and European markets.

Kiwis (Aktinidia)



✿ Large amounts of kiwis are produced in Omolio and Stomio.



✿ The total production of kiwis is estimated at 2000 metric tons and the crops area is approx. 500 acres.

✿ In beautiful Omolio the harvest of the main agricultural products of the area, one of which is kiwi, has been celebrated for many years on the 3rd weekend every August by farmers and residents as a sign of thanksgiving for a bountiful harvest.

Προώθηση στην αγορά

Τα προϊόντα καταναλώνονται στις αγορές εγχώριες και του εξωτερικού

Η εγχώρια αγορά καλύπτει το **? %** της παραγωγής και η προώθησή των γίνεται :

- από τους ίδιους του παραγωγούς στις λαϊκές αγορές της Χώρας με ή χωρίς τυποποίηση
- από μεσολαβητές ιδιωτικές επιχειρήσεις τυποποίησης και εμπορίας
- από συνεταιρισμούς παραγωγών

Οι εξαγωγές καλύπτουν το **? %** της παραγωγής και η προώθησή των συνήθως γίνεται από ιδιωτικές επιχειρήσεις τυποποίησης και εμπορίας

Thank you for your attention



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