

The concept of the Geoproduct: successful examples from Naturtejo UNESCO Global Geopark

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When Naturtejo UNESCO Global Geopark integrated into the GGN (2006), its geological heritage increased the attractiveness of the territory. Furthermore, local companies have been showing interest in joining their products and services to the ideals of the Geopark and to the Geopark brand.

Geoproducts are innovative, new or reinvented traditional products related with the geodiversity of the Geopark territory. The products are strategies to strenght local identity that can be a way of “bringing the Geopark Home”, valuing the resources of the Geopark and promoting sustainability.



Local products reflect the biophysical conditions of the territory and traditional techniques of preparation:



GeoWine (Súbito)



GeoLiquor (Acha Doce)

The liquors, prepared with genuine techniques from autochthonous raw material, remit to the mining ore and the granites of the region (Ore, Gold, Earth Depths). The olive oil from Tagus River schist terraces has in the label the image of Portas de Ródão Natural Monument, the iconic landform and one of the most important geosites in the Geopark



Olive Oil Rodoliv

Organic production: the territory has been affirmed in the sector of green economy and organic production.



Aromas do Valado



Meat
Geo do Prado



Herdade do Escrivão
organic wine

Aromas do Valado has stood out as a distillery of aromatic and medicinal plants, that cultivates and processes autochthonous plants of Naturtejo Geopark, producing essential oils, personal care products and cosmetics. Also aged beef (Geo do Prado) and wine (Herdade do Escrivão) are Geopark ambassadors, in this case, produced with sustainable practices in the ecosystems.

Some Geoproducts are very didactical, like Geocakes, a cake design company, whose cake of a trilobite producing Cruziana, besides being tasty, can teach trilobite feeding behaviors or paleogeography.



Geocakes



Gaspar & Fernandes
Geobakery

The Geobakery is located nearby the geosite Ichnological Park of Penha Garcia, with 480 million years of geological history, where the water mills for centuries were the central activity of the village. Currently produces the genuine traditional bread and organic bread, with the latest state-of-the-art technology.

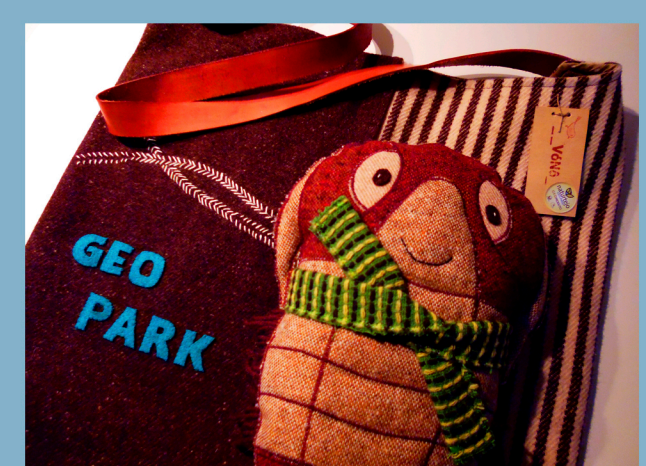


Love - Local Product

Artisans are reinventing products with ancient artistic know-how approached with new visions, ideas and special interpretations of Naturtejo Geopark. For example goldsmith Paulo Dias who has created a handmade line of jewellery “Trilobite... Precious – for million years” or Vónô an artisan who is reinventing “burel”, a Portuguese handmade fabric, made of wool, adapting it to the Geopark’s stories, textures and colours.



Jewellery
by Paulo Dias



Burel works by Vónô

Love – Local Product is a gourmet box which combines local products from different producers within the entire territory (olives, jam, olive oil) with a Geoproduct exclusive packaging, providing also visits to farms.

The tourism services can also raise awareness for Geodiversity, such as the GeoRestaurant “Petiscos & Granitos”, the GeoResort “Casa do Forno” and the “Monsanto GeoHotel School”, framing their spaces and services in this unique territory. GeoLife or ActiGeo are companies that promote geotourist activities, tours in geomonuments and that include the interpretation of landscape and geodiversity.



Monsanto GeoHotel School



GeoRestaurant