

## THE CONCEPT OF THE GEOPRODUCT: SUCCESSFUL EXAMPLES FROM NATURTEJO UNESCO GLOBAL GEOPARK

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When UNESCO Naturtejo 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 this 5060 km<sup>2</sup> territory. The products are strategies to promote local identity that can be a way of "bringing the Geopark Home".

Local products reflect the biophysical conditions and traditional techniques of preparation, such as GeoWine (Súbito) or 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 (Rodoliv) is branded with Portas de Ródão Natural Monument, the iconic epigenic gorge.

The territory has been affirmed in the sector of green economy and organic production. 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. Love – Local Product is a gourmet basket which combines local products from different producers within the entire territory (olives, jam, olive oil) with a Geoproduct exclusive packaging, providing also, also providing visits to farms.

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.

The tourism services can also raise awareness for Geodiversity, such as the GeoRestaurant "Petiscos e 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.

Geoproducts have been present in a wide range of Naturtejo Geopark activities, including visits to production units, tastings and workshops as well as presentations, fairs, festivals, specialized markets, trade shows for professionals in Portugal and abroad.

Naturtejo Geopark Geoproducts are true ambassadors of the Geopark brand, they are more than products; they promote local identity.

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## Abstracts Book

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