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# Fostering On-line Operative Development for Agriculture Literacy and Learning FOOD4ALL

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PR4 Food Innovation Hub  
Ajvar



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The following slides contain authentic text and visual material in reference to the PR4 Food Innovation Hub of the FOOD4ALL project.

The innovative element of this material is in its integrated Lesson Plan which guides the teacher through the slides, starting with introductory (prep activity) and ending with a DIY (Do It Yourself) follow-up activity which encourages the students to brainstorm innovative ways of food consumption.

The material is designed to be used as an extra-curricula activity, or regular activity. The target are students 10-14 years old.

# Prep activity

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Direct your students to one of the following topics (you can divide them into groups and assign this as a homework project):

- 1) Name at least three traditional foods made of pepper?
- 2) What ways is pepper used in for food (exp. main course or spice)?
- 3) What are the benefits of pepper upon human health?

# Funny fact: Did you know?

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Ajvar has zero calories. It's made of pepper called ajvarka which originally grows only in the Strumica region.



# Let's dive into our farm today!

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“Penco” is a micro-business founded in 2021 which produces ajvar. It is a family business and practices the traditional method of ajvar production which is recognized as the best among the consumers.

“Penco” is now developing by spreading its activities onto the pepper growing and cultivation.

# What is ajvar?

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Ajvar is a condiment made principally from sweet bell peppers called ajvarka and eggplants (for some ajvar variations). The relish became a popular side dish throughout Yugoslavia after World War II and remains popular in Southeast Europe. Homemade ajvar is made of roasted peppers only.



# How it's made?

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Wash the peppers well, wipe them and put them to roast. Roast them well on all sides and put them in plastic bags so as they could peel easier. When you're done roasting, peel the peppers and clean the seeds well. Let them strain through the night. The next day, grind the strained peppers in a grinder. Put the mixture of grinded peppers in a bowl and stir the whole time on medium heat. Ajvar should be fried for 2 to 3 hours. The time of the ajvar preparation depends on several factors: the number of peppers, the amount of heat, the type of peppers and the amount of water in them, so it is important that the peppers are well strained. By the end, add oil and salt.





# Sustainable practices

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“Penco” is supplied with peppers grown in organic farming.

“Penco” learned that the leftovers of ajvarka pepper are used in the cosmetics and is in contact with a cosmetic brand from Serbia to export them the peppers leftovers.





# Career opportunities

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“Penco” selects the following career opportunities in ajvar production:

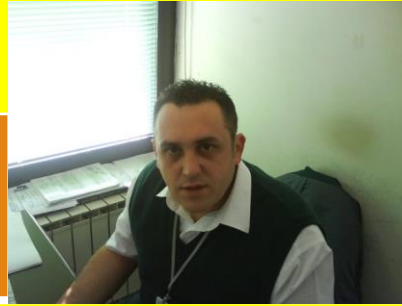
Supplier manager

Marketing manager

Consumer control manager.



**Interview with the manager:  
Teodor Koccev, manager of “Penco”**



**Hi Teodor, tell us some facts about your business? When was it founded, why did you chose that branch, how large it is?**

*Good afternoon, and I am happy to have you in my small office today. “Penco” is a small scale family business established in 2021. In my family we are passionate about ajvar, and we used to produced more jars then we needed which we gave to friends as gifts. Everyone was happy to try our ajvar and we made sweet and chilly ajvar. So, at one moment we decided to start with an official production.*

**What do you produce? Where do you sell your products?**

*As I said, we produce ajvar. We sell it locally. The production and the sale is based on prior orders. That’s how we work.*

**What challenges do you face in the management of your business?**

*We are still new in this business and the biggest challenge for us is to find a long-term partner who will supply us with he special pepper called ajvarka. In order to face that challenge, we bought a field land where we plan to plant the pepper ourselves. That is a new experience for us, so currently we are studying all the aspects and challenges we can face with the pepper production too, so as to be prepared.*

**Thank you very much, it was a pleasure talking to you!**

# Follow up: DIY

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As a follow-up activity of this lesson, explore the ways of pepper consumption with your students.

Ajvar goes well with cheese, right?

Can you think of some other way of consuming pepper?

Our example for a pepper spice:

Step 1: Take 1 kg of red peppers, wash and dry them.

Step 2: The peppers are left to dry in a airy room lit by the sun.

Step 3: The dried peppers are stored in paper box and used in the winter as a spice.

Now, brainstorm some more ways on how to consume peppers!



Thank You!

