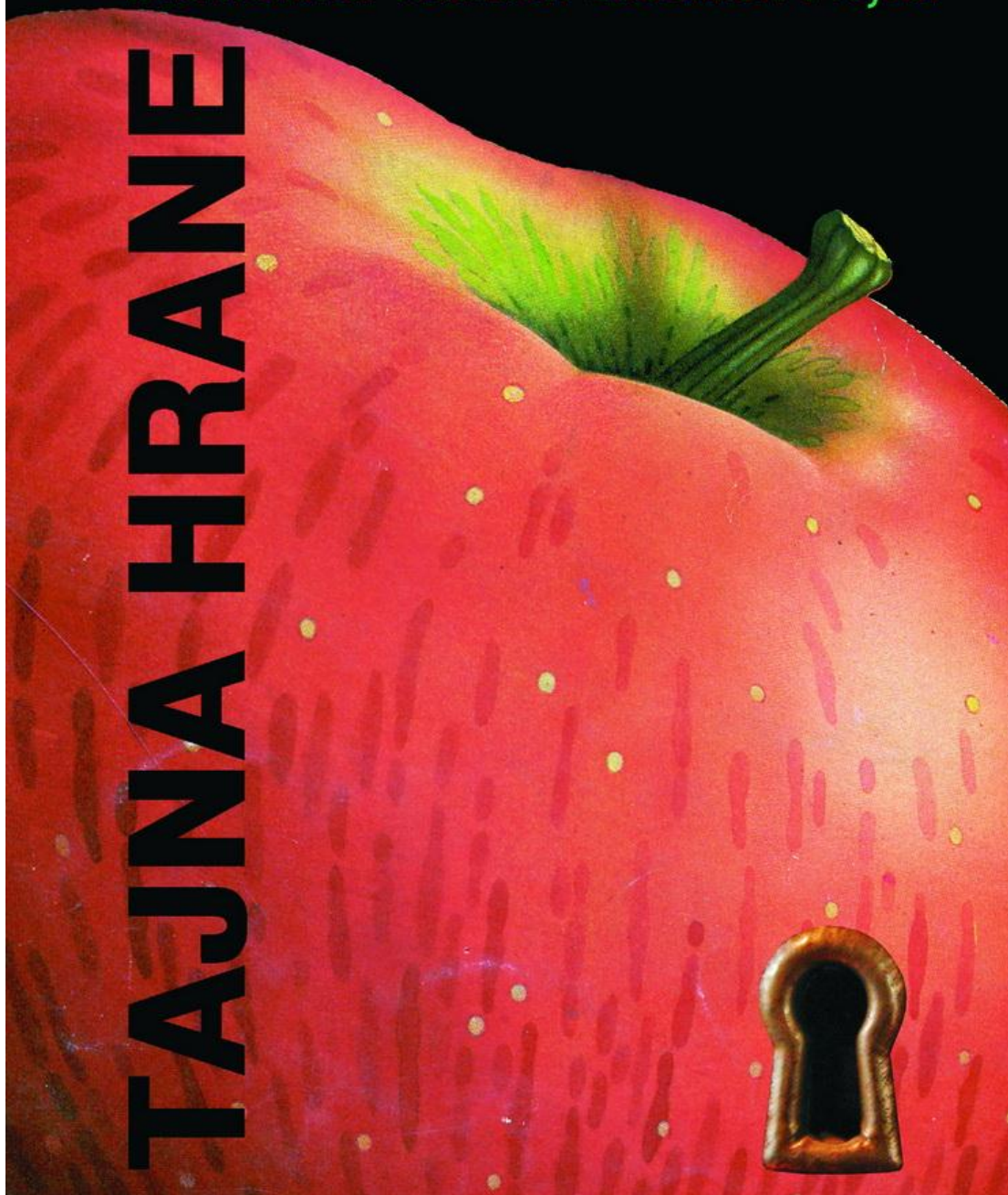


# THE SECRET OF FOOD

International Nutrition Education Project

TAJNA HRANE



**TAJNA HRANE THE SECRET OF FOOD**  
International Nutrition Education Project

*The contents of this document is considered an  
official secret  
and should be handled and use, and should adjust the status categories.*

**TAJNA HRANE THE SECRET OF FOOD**  
**International Nutrition Education Project**

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Ladys and gentlman,

We invite you to become involved in an international project  
**THE SECRET OF FOOD.**

**The project THE SECRET OF FOOD  
aims towards the territory of Serbia  
and the Western Balkans,  
troughout education in the area of  
proper nutrition,  
to prevent the development of heart  
disease and blood vessels,  
by which Serbia leads in Europe.**

**TAJNA HRANE THE SECRET OF FOOD**  
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The project supports

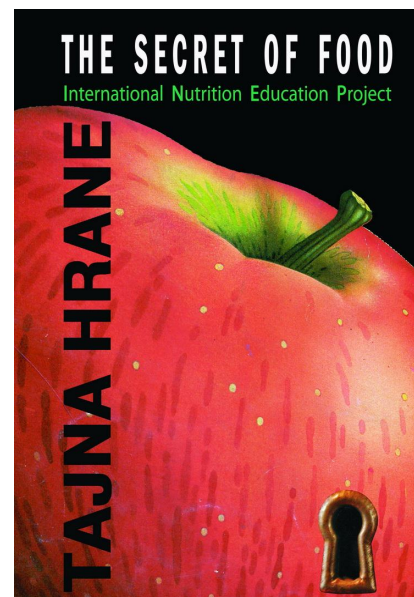
**EXECUTIVE COUNCIL AP VOJVODINA**

**PROVINCIAL SECRETARIAT  
OF HEALTH AND SOCIAL POLICY**

Patrons and associates  
of the Project are  
economic and other entities  
which in a different way,  
a more subtle one,  
promote their activities and  
contribute to the improvement  
of awareness.

**For our healthier and better tomorrow.**

**Marketing Tim**



# **TAJNA HRANE THE SECRET OF FOOD**

## **International Nutrition Education Project**

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### **CONCEPT REALIZATION**

The Project is implemented by a team consisting of the author , coordinator and associates.

By presenting one or more products in book THE SECRET OF FOOD you can become an Associate of the Project THE SECRET OF FOOD.

### **ASPECTS OF REALIZATION**

#### **1. BOOKS**

#### **2. TV SERIES**

#### **3. PROJECT PROMOTION - public performances**

#### **4. PROJECT PROMOTION - print and electronic media**

#### **5. ISSUING CERTIFICATES**

#### **6. PROVIDING EXPERT ASSISTANCE TO PROJECT ASSOCIATES**

#### **1. BOOKS**

Associate of this project has the opportunity to present its commercial product after the text of the referenced foods in the book THE SECRET OF FOOD.

3rd book, THE SECRET OF FOOD 3 is in the making.

Appearance, quality and press fits the book THE SECRET OF FOOD 1 and 2.

It contains 60 topics

Print-on format A4

hardcover

400 color photographs

about 200 pages

The planned circulation of about 10 000 copies.

The initial circulation of 3000 copies.

Book sales: Serbia, Montenegro, Bosnia and Herzegovina, Macedonia, Croatia

Promotion: May 2016

#### **2. TV SERIES**

Emissions of short form (6-7 min)

Broadcasted daily on RTV Vojvodina programs

for two years (2009 - 2011), in which it scored record ratings.

Associate of the Project has the potential to be a sponsor of the TV series and present their commercial products in TV shows.

A new cycle in early 2016.

### **3. PROMOTIONS - public appearance**

Joint media appearances by the Project collaborators and authors are held in major cities in Serbia, Montenegro, Bosnia and Herzegovina and Macedonia. Project Associate has the opportunity to present their own commercial products in the promotional program.

The beginning of promotional activities - January 2016.

### **4. PROMOTIONS - print and electronic media**

Project Associate has the potential to be a sponsor of the educational texts in print and electronic media.

Currently, there is a possibility for a sponsorship - column text in eight weekly newspapers in Vojvodina.

### **5. Certification „THE SECRETS OF FOOD,,**

Is awarded only to exceptional products with characteristics that contribute to improving the quality of human health.

The award is based on expert opinion of the Project Team, after the procedure, which involves the assessment of product quality.

Project Associate has the ability to take part in a contest and get a chance of gaining THE SECRET OF FOOD certificate for their commercial products.

### **6. PROVIDING EXPERT ASSISTANCE TO PROJECT ASSOCIATES**

Project Associates acquire the rights to use help of members of the Project expert team.

Note:

Project Associates acquire the afore-mentioned rights under the conditions defined by separate contracts.



## Notes on the author

Dušan Živić was born on the 4th 11th 1955, in Novi Sad.

Graduated from the Faculty of Medicine and after he specializes Hygiene in the Department of Prof. Miladina Mirilo in Novi Sad. He is also the member of the board of the World Health Organization. He has been an executive since 1992 of the Specialist center for disease inadequate diet. Since then, he has been devoted to the prevention of cardiovascular disease and nutrition education of our elite athletes.

Author and Manager of Help Your HEART program - SAVE YOUR HEART, generated within the CINDI program of the World Health Organization (since 1996. to 2000. he is part of the Expert Council of this organization).

The author and coordinator of the international project THE SECRET OF FOOD.

One of the pioneers of modern sports nutrition in the region.

- Nutritionist for the youth selections FK Novi Sad Vojvodina and health committee member since 1984.
- The doctor for the first team FK Vojvodina Novi Sad 1990-1992
- Nutritionist for the Yugoslavia national football team for the 1998 World Cup in France
- Nutritionist for the water polo national team of Yugoslavia and Serbia and Montenegro
- Nutritionist for the boxing team of Serbia and Montenegro, and after Serbia and coordinator of the medical team since 2000.
- Nutritionist for the Olympic national rowing team Serbia since 2007.
- Member of the medical board of the Athletic Federation of Serbia and Montenegro since 2001.
- Member of the medical commission of the Olympic Committee of Serbia and Montenegro since 2005.
- Associate professor at the Faculty of Physical Education in Novi Sad since 1994.
- The author of numerous scientific publications.

### **Excerpt from a business biography:**

- Employed at the Ministry of Health 1987-1992.
- Director and Head of Specialist Centre "Dr. Zivic" 'since 1992.
- Member of the Board of Private Medical Chamber of Serbia 1993. - 2004.
- President of the Chamber of Private Doctors South Backa District 1989 - 2004.
- President of the Chamber of Private Doctors Medical Chamber of Commerce since 2004.
- Board member of the Medical Chamber of Commerce from 2004 - 2010.
- Chairman of the Board of the Hospital for Rheumatic Diseases in Novi Sad from 2008-2012.

Sincerely,

Marketing team

**TAJNA HRANE THE SECRET OF FOOD**  
**International Nutrition Education Project**

**NONGOVERNMENT ORGANISATION TAJNA HRANE THESECRETFOOD**

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