PROCEEDINGS OF THE SECOND REGIONAL DIALOGUE ON GLOBALLY IMPORTANT AGRICULTURAL HERITAGE SYSTEMS (GIAHS) FOR EUROPE AND CENTRAL ASIA

27 APRIL 2021
## Contents

**Acknowledgements**

**Executive summary**

**OPENING AND GREETINGS**

**SESSION 1: GIAHS AND AGRIFOOD SUSTAINABILITY**

1. Prof. Alessandra Priante, UNWTO Representative
2. José Damián Ruiz-Sinoga, Professor of Physical Geography, University of Málaga (Spain) - José Antonio Sillero Medina, PhD candidate, University of Málaga (Spain)
3. Dmitry Zvyagintsev, Policy Officer at FAO REU
4. Dr. Elisabeth Simelton, Researcher, ICRAF

**SESSION 2: ADVANCES IN THE REGION AND BUILDING UPON THE OPPORTUNITIES OF GIAHS RECOGNITION**

1. Esperanza Perea Acosta, Council of Agriculture, Livestock, Fisheries and Rural Development, Regional Government of Andalucía, Spain
2. Parviz Aliyev, National Coordinator for GIAHS and country GIAHS focal point in Azerbaijan
3. Oleg Guchgeldiyev, FAO Representative in Tajikistan
4. Oleg Kobiakov, FAO Liaison Office with the Russian Federation - Alexey Naumov, Head of Department of Social and Economic Geography of Foreign Countries at the Moscow State University
5. Denis Rusjan, Associate Professor at the Biotechnical Faculty of the University of Ljubljana, Slovenia - Francesco Marangon, Professor and Rector's Delegate for the Sustainability Sector of the University of Udine, Italy
6. Aimilia Drougas, Biologist, Geologist-Oceanographer, PhD, Ministry of Rural Development and Food, Greece

**DIALOGUE: BUILDING A REGIONAL ROAD MAP FOR GIAHS DYNAMIC CONSERVATION**

**CLOSING REMARKS**

**Annex 1: Agenda**
Acknowledgements

This release was prepared by Francesca Juhasz and Marta Arnés Garcia of the Regional Office for Europe and Central Asia (REU). Nina Barrois took care of the layout and graphic design of this document.

The Second Dialogue on Globally Important Agricultural Heritage Systems (GIAHS) in Europe and Central Asia was organized by the FAO Regional Office for Europe and Central Asia, in collaboration with the GIAHS Secretariat.
Executive summary

The Second Dialogue on Globally Important Agricultural Heritage Systems (GIAHS) in Europe and Central Asia aimed to promote the GIAHS Programme in the region, raising awareness on the potentiality of participating in the dynamic conservation of these sites. Speakers from all around the region discussed about traditional agricultural systems, bringing the experience of existing sites at different stages of recognition and potential ones that are still in the process of identification.

The post-pandemic's prediction led the virtual meeting the opportunity to talk about resilience and vulnerability of these sites both to climate change and economic crises. Experts discussed about the importance and the ways of achieving economic diversification of local agricultural practices, the creation of a sustainable agrotourism network and the promotion of market access for the agricultural local products.

During the Dialogue, representatives had the chance to discuss about their sites’ priorities and the challenges faced by member countries in the region: one of the most important objectives of this meeting was to outline the new Regional Strategy for the Globally Important Agricultural Heritage Systems (GIAHS) in Europe and Central Asia for 2021–2025.
Opening and greetings

Moderator: Marta Arnés García, FAO NBS and GIAHS Specialist, REU

The second Regional Dialogue was opened by Ms Arnés García, NBS and GIAHS Specialist, at FAO Regional Office for Europe and Central Asia (REU). After welcoming the participants, she expressed her gratitude for the great participation at this event and the interest shown for the subject. Ms Arnés García proceeded on introducing the structure of the meeting and the agenda.

Opening remarks. Tania Santivañez, FAO Agricultural Officer

Ms Santivañez, in her opening remarks, recalled the importance of GIAHS sites as an answer to climate change adaptation and mitigation, being an example of traditional agricultural practices and knowledge that gives food security and nutrition to the local communities. She then recalled the importance of the social, cultural and economic services that agricultural heritage systems provide all over the world. Our region, Europe and Central Asia, is the FAO’s largest region, with great diversity in landscapes and food systems.

Afterwards, she emphasized the importance of the First Regional Dialogue on GIAHS in Europe and Central Asia that took place in Batumi, Georgia, where the participating countries had the chance to understand the importance and the advantages to become a GIAHS site. In that occasion, several countries asked for a Regional Roadmap for the dynamic conservation of these agricultural systems to support their candidacy in 2021.

Opening session: Yoshihide Endo, GIAHS Coordinator FAO

After thanking the other speakers and audience for participating in this meeting, Mr Yoshihide Endo summarized the designation process of a GIAHS site: first, the member country proposes potential sites, involving all stakeholders in the development of the Action Plan. This proposal is then sent, through appropriate government channel, to FAO’s GIAHS Secretariat for the first screening and editorial review. Afterwards, the Scientific Advisory Group (SAG) evaluates the candidature. After the official recognition, the Action Plan becomes the focus on which to concentrate.

Mr Endo also talked about dynamic conservation, that must be the central point of the programme, as it combines three important concepts: adaptation, development and conservation. The GIAHS programme does not revolve only around the conservation of the sites and the traditional practices of the local communities, but also around the economic development and adaptation of the site to the everchanging contemporary social and economic condition. In order to develop these elements, FAO
provides a large-scale framework to the stakeholders and the opportunity to work together and create a
good quality Action Plan.

Mr Yoshihide Endo proceeded to illustrate two real examples of Action Plan: The Action Plan in Nishi-
Awa Steep Slope Land Agriculture System (Japan) and the Action Plan in Malaga Raisins Production
Site (Spain). Among the activities developed in GIAHS sites, there are a certification system of
agricultural products, market promotion using logos and labelling, the development of agrotourism as
well as rural tourism and collaboration with local entrepreneurs.

The proposal development is fundamental for the creation of an Action Plan: Mr Endo reminded the
necessity of an active participation of every stakeholder involved (the government but also the farmers
and local communities) in the GIAHS process. They must be given the opportunity to fully understand
the application and the designation process.

He illustrated the structure of a GIAHS Proposal document, which must contain:
• Summary information table;
• Executive summary;
• Significance of the proposed system, which is particularly relevant as “it describes global
importance of the proposed agricultural system with emphasis on its heritage values at the global
level”;
• GIAHS selection criteria;
• Action plan for dynamic conservation.

The responsible actors of the implementation of the Action Plan must identify how the Action Plan will
respond to threats and challenges of the sites and have the responsibility of taking care of the budget
and time schedule.
Session 1: GIAHS and agrifood sustainability

1. Prof. Alessandra Priante, UNWTO Representative

Presentation: Sustainable rural tourism, innovation, and employment

The World Tourism Organization (UNWTO) designated rural development and tourism as 2020’s Main Theme: not having the possibility to travel in other countries, there was an evolution of the demand. During the COVID-19 pandemic, domestic tourism increased, and local communities started exploring their nearby territory. According to the projections, this trend is not going to slow down in the next few years, especially in the countries of the South of the Mediterranean. Ms Priante reminded that, when we talk about rural development in GIAHS sites, the focus must be to preserve the communities and the biodiversity of the site: increase the potential vitality of the area, as well as increase its resilience.

As soft legislator, UNWTO’s main goal on rural development is to preserve and include the community in the design and the pursuit of this strategy: at the core of leveraging these new possibilities must be innovation, technology and digitalization, but also sustainable policies and practices in rural destinations. Another principle to keep in mind is product development and value chain integration, necessary for a sustainable and enhanced travel experience. In AlUla Framework for Inclusive Community Development through Tourism, the Pillars of Action insist in some of the major SDGs and among all this, Ms Priante presented the UNWTO Rural Tourism Development Programme, developed in collaboration with the FAO. Thanks to this programme, the international labelling of the Best Tourism Villages of the World was created, building a network to help potential touristic sites to develop a rural plan.

In conclusion, Ms Priante explained that in order to recover from the impacts of COVID-19 on tourism, UNWTO developed a strategy that focuses on sustainable rural development, all by working with the governments; the strategy also focuses on aligning tourism with the 2030 Agenda for Sustainable Development and build a multi-level government coordination between public and private sectors, in order to prevent and manage future crisis.
Mr. Zvyagintsev spoke about the capacity of the market for geographical indications (GIs) and its link with GIAHS. By using data from the European Community, he showed that GIs constitute an important part of food production and food export in the region. He explained that in 2020 there were 630 Protected Designations of Origin (PDO) in the European market and 1,500 registered and certified GIs and traditional products.

3. Dmitry Zvyagintsev, Policy Officer at FAO REU

Presentation: Value chain and geographical indication (Gi) in Europe and Central Asia

Mr. Zvyagintsev spoke about the capacity of the market for geographical indications (GIs) and its link with GIAHS. By using data from the European Community, he showed that GIs constitute an important part of food production and food export in the region. He explained that in 2020 there were 630 Protected Designations of Origin (PDO) in the European market and 1,500 registered and certified GIs and traditional products.
The geographical distribution of GIs in the national and food and beverage industry is very diverse, ranking from 10 percent in Italy, Greece and Spain to 14.5 percent in France: almost 80 percent of the GIs in Europe are detained by Italy, France, Spain, Greece and Portugal.

FAO conducted a research in Central Asia involving 60 potential GIs that, together with similar studies, confirmed that approximately 50 to 60 products were identified through consultation with various association from Uzbekistan, Tajikistan, Kazakhstan and Kyrgyzstan. Mr Zvyagintsev concluded that the volume of the market is rather large.

Institutional cooperation is the key for success. This requires that the agencies responsible for the work related to GIs and GIAHS establish dialogues and exchanges of information, experiences, and best practices. It is necessary to create a mechanism for institutional interaction among stakeholders. Mr Zvyagintsev then highlighted the importance of guidelines such as “Code of practices”, not only from the heritage point of view, but to allow the government to protect these products; similarly, a certain flexibility is required from the institutions regarding the food safety standards for small manufacturers of traditional products.

4. Federico Mattei, Representative Global Project Development and International Relations, Slow Food International

Presentation: Slow Food: supporting local food products, cultures, and traditions

After briefly presenting Slow Food, Mr Mattei explained how members of the organization are divided in food communities, working through different channels, that were summarized as:

• Producers and value chain actors, not only enhancing resilient production techniques, but also facilitating the access to the market of agricultural products and promoting biodiversity to maximize ecosystem services.
• Awareness raising and consumers, promoting sustainable diets through a shorter and transparent value chain.
• Advocacy and decision makers, ensuring that sustainable agricultural production and food consumption is promoted “at a strategic and normative level”.

In order to explain how Slow Food is linked to GIAHS, Mr Mattei recalled the three categories of products that are normally included in the methodologies of Ark of Taste and Presidia: species or variety, traditional techniques and ecosystem. The last one, ecosystem, is particularly important for GIAHS, as it connects landscape, food and the community that lives in the area. Also, the landscape shapes the food system and vice versa.

Mr Mattei also mentioned the recent study on "Globally Important Agricultural Heritage Systems, Geographical Indications and Slow Food Presidia" (FAO, 2020). The research aims to encourage farmers and governments to conserve traditional food systems using these three approaches. In addition to illustrating the characteristics of the GIAHS, geographical indications and Slow Food Presidia programmes, it analyses their possible synergies.
Session 2: Advances in the region and building upon the opportunities of GIAHS recognition

Moderator: Clelia Puzzo, FAO GIAHS Specialist

After thanking Ms Arnés, Ms Clelia Puzzo introduced the second session of the Second Regional Dialogue on GIAHS in Europe and Central Asia. This session focused on the presentation of specific cases from countries in the region, bringing experiences from sites at different stages of the process. Ms Puzzo introduced the first speaker, Ms Perea Acosta, highlighting the importance of the VALSIPAM project and the transnational collaboration.

1. Esperanza Perea Acosta, Council of Agriculture, Livestock, Fisheries and Rural Development, Regional Government of Andalucía, Spain

Presentation: GIAHS European network: VALSIPAM

Ms Acosta, who participated in the first Dialogue as well back in 2019, during this second Dialogue presented the cooperation European project called VALSIPAM. This project aims to create a network among GIAHS sites and other singular agricultural areas to promote transnational tourism, towards the sustainable socioeconomic development of GIAHS sites. These territories could become alternative tourist destinations, offering unique experiences while protecting the heritage of these sites.

VALSIPAM has four main objectives, that will lead to the creation of:
1. Methodological manual for the analyses of both GIAHS and unique agricultural systems’ situation, as well as their touristic potential and resilience to climate change.
2. Transnational strategy for sustainable tourism management.
3. Platform used for marketing and networking support.
4. Plan for touristic valorisation model transfer.

At the time of presentation, VALSIPAM has nine members and fourteen associates and a duration of 28 months, ending in February 2023. The total budget is 1 140 000 euro.
2. Parviz Aliyev, National Coordinator for GIAHS and country GIAHS focal point in Azerbaijan

Presentation: Azerbaijan: north-west region (Gakh, Zagatala and Balakan)

Mr Parviz Aliyev presented the project: "Development of sustainable and inclusive local agrifood systems in the north-west region of Azerbaijan", funded and promoted by the European Union. It aims to contribute to the improvement of inclusive agrifood systems that promote local food heritage through GIAHS in the target region.

Within the framework of the project, an assessment report was prepared: it identifies regulatory policies, as well as incentives that support the conservation, adaptation and viability of the region. Based on the assessment report, it was possible to develop a few recommendations for the successful implementation of GIAHS Programme in the region. A survey was also conducted among producers of specific products (such as hazelnut, persimmon and honey) and the unique landscapes resulting from the human interconnection with nature in the region. The survey was used to identify potential GIAHS sites.

The project also included the set-up of a working group of more than 20 members, including large farmers and governmental and non-governmental representatives. The main purpose of the working group is to exchange information and knowledge about potential GIAHS sites in the north-western region of Azerbaijan.

The next steps will be the identification of the GIAHS’ candidates that meet the five criteria in order to prepare the proposal documents. In the meantime, an Action plan will be developed and a national level workshop organized to increase awareness on the GIAHS program.

Mr Parviz Aliyev also mentioned the project "Identification, Assessment and Stewardship of Globally Important Agricultural Heritage Systems in Azerbaijan and Turkey” held in 2014. For this project, potential GIAHS sites were selected in the pilot districts of Lankaran and Astara.

3. Oleg Guchgeldiyev, FAO Representative in Tajikistan

Presentation: Tajikistan: Hissar Valley

Mr Oleg Guchgeldiyev, after shortly describing the site of Hissar Valley, underlined the great biodiversity of the area, that present many varieties of apricots, cherries and grapes, in addition to the hiss sheep breed. Locals developed traditional knowledge systems and practices in agriculture, both in the food system and water management, like apricots and grapes-storage and drying, grapes-winter preparation and pruning and the snow pouching. The area is rich in history and the Hissa complex itself is nominated for UNESCO World Heritage Centre.
The GIAHS Programme implementation in the country can count on the Memorandum on GIAHS, prepared in 2020, and the collaboration with governmental partners. The Ministry of Foreign Affairs and the Ministry of Agriculture are deeply interested in applying to the GIAHS Programme, as many challenges on the preservation of the sites are threatening them: climate change, pressure on traditional products and practices that are disappearing as a consequence of the lack of opportunities to enter in the market. Other threats to the sites are the commercialization and industrialization of agriculture, as well as the lack of biodiversity conservation. Traditional knowledge needs documentations, training and awareness in order to be passed on and not disappear.

4. Oleg Kobiakov, FAO Liaison Office with the Russian Federation - Alexey Naumov, Head of Department of Social and Economic Geography of Foreign Countries at the Moscow State University

Presentation: Advances in Russian Federation

The Russian Federation showed great interest in being part of Globally Important Agricultural Heritage System Programme, for which they received methodological support and good services both from the GIAHS Secretariat and the Regional Office for Europe and Central Asia. Mr Kobiakov thanked Ms Arnés García and Ms Puzzo for their enthusiasm and energy.

Mr Naumov congratulated the countries that already have recognised GIAHS sites and emphasised the Russian geographical variety and the interesting agrifood systems that make the Russian Federation a great candidate for the Program. Fast development of large-scale agriculture, urban sprawl, declining population of remote areas and climate change are threatening the Russian landscape and the traditional agricultural practices.

Mr Naumov stated that although it is early to speak about an official list, the research for possible sites is going on, hoping for the support from local people, local government and the already recognised GIAHS sites to share their knowledge and expertise.

5. Denis Rusjan, Associate Professor at the Biotechnical Faculty of the University of Ljubljana, Slovenia - Francesco Marangon, Professor and Rector's Delegate for the Sustainability Sector of the University of Udine, Italy

Presentation: Slovenia: Goriška Brda Region

Mr Rusjan presented the site of Goriška Brda Region, also known as the “land of thousands of terraces”. Brda/Collio is an example of successful transboundary agricultural system, that adapted to the tough environmental condition of the area, where small terraces were the only possible arrangement for food
production. The system evolved in the site through the centuries becoming the traditional practices still in use today, where autochthone varieties and local natural materials are used in the multifunctional agriculture.

Brda/Collio is a powerful site, that did not only preserve such ancient and sustainable systems, but also present a community that goes beyond national borders: it is an example of a socio-cultural coexistence, that promotes youth and farmer education on the ecological and socio-economic importance of the agricultural products of their territory.

6. Aimilia Drougas, Biologist, Geologist-Oceanographer, PhD, Ministry of Rural Development and Food, Greece

Presentation: Proposed system in Greece: Soufli sericulture in Evros, Greece

Greece is mainly an agricultural land: a small country that survived through centuries thanks to its traditional farming, family bonding and its cultural heritage.

Soufli occupies eastern part of Greece, it is crossed by a river that causes flooding in the valley. It is a village of four thousand people, mainly working in the agricultural sector as farmers. Sericulture was their traditional occupation through the centuries, an activity that was brought there by monks from China during the 11th century. It is a family business: the large houses made of bricks were built for the benefit of this activity and the silkworm cocooning well-being. These “cocoon homes” were called "koukoulospita" and were built in order to use the upper floors for silkworm rearing. These houses were not built in the fertile valley as it was (and still is) subject of extensive flooding.

They were traditional farming systems, based on the use of oak tree branches: this practice of oak tree branch picking is beneficial to the Dadia-Lefkimi-Soufli Forest National Park, as clearing up allows the farmers to prevent wildfires. The whole silkworm rearing practice can be seen as an organic and eco-friendly activity.

Soufli sericulture in Evros could be identified as a GIAHS sites, as it represents a site where human activities are in harmony with the environment. The "koukoulospita" define the landscape of the village, being remain emblematic constructions and a symbol of the family-oriented silk production that should be adopted by other countries as well. Recognizing this traditional system as a GIAHS would be equivalent of retaining the local knowledge, that carry symbolic attributes for thousands of people. This production is the main occupation in Soufli and it is an important matter to continuing it through the young generations.

Ms Drougas also mentioned the problems that the GIAHS proposal encountered, among others she talked about the short duration of political authorities in the ministry, the issue of legalizing the framework of farming and farmers’ association, the infrastructural needs and the limited fundings.
Dialogue: Building a regional road map for GIAHS dynamic conservation

After Ms Puzzo thanked Ms Drougas for her presentation, the final dialogue was introduced by Ms Arnés García: the panel was made up of country delegations that participated during the second session, the countries that filled the form that was sent before the dialogue and the countries that already have recognised GIAHS sites.

Ms Acosta was the first answering the questions proposed by Ms Puzzo: she believed that being recognised as a GIAHS site contributes to the environmental and socioeconomic sustainability of the territory, in a mutual adaptation of local communities and the environment they live in. The main challenges faced in the recognition process are the preservation of the intangible heritage that comes in such sites, this ancestral knowledge is at risk of disappearing. On the other hand, preservation of traditional techniques and practices could stimulate the local economy: increasing the visibility of these sites on a local, national and international scale must be the main goals for the coming years, spreading a sustainable management of the rural areas.

Mr Rusjan underlined that one of the main objectives in Brda/Collio is to enhance the resilience to crisis, as they are committing to stabilize the transboundary coexistence of traditional agricultural practices and dynamic economics for local sustainable development. The prevalence of small farms is considered a challenge, despite the importance of small producers in the defence of landscape biodiversity against monoculture. When talking about strategies to be implemented, the site’s vision covers different levels: at the local one, the legal protection of traditional landscape, while educating their citizens and promoting the local systems and products; at a transnational level, Mr Rusjan suggested to integrate their agricultural systems into the Strategies of Rural Development for 2021–2027.

In Azerbaijan, the global pandemic was particularly challenging for the conduction of the survey; Mr Parviz Aliyev also mentioned that the small area chose as the target region made the identification of potential sites difficult. What made it interesting was its unique production of traditional agricultural products, which can only be found in this area of Azerbaijan: although a good incentive for tourism, local producers are finding it difficult to reach a wider market. Food safety regulations do not consider traditional practices and techniques, and producers need support with marketing and labelling.
Closing remarks

Zsuzsanna Keresztes, Deputy Delivery Manager of Regional Initiative 3, FAO-REU

Ms Kerezstes closed this incredible journey that took the participants through the region, showing us the work that has been done so far and the great possibilities that await us in the future. Ms Kerezstes stressed the importance of the joint work done by FAO and UNWTO on tourism rural development and the importance and possible role of Geographical Indicators to support the branding and the market access availability of local products, as well as the Slow Food connection to GIAHS.

The recognitions as a GIAHS site can be a great contribution to the region to safeguard the unique landscapes and agricultural systems while preserving natural resources. This is the reason why, two years ago, the Regional initiative 3 initiated the discussion in the region on GIAHS sites, with the Secretariat’s support, about the importance of the dynamic conservation of the landscape in the region. The work done confirmed the belief that this Program can contribute actively to the sustainability of local food systems, enhancing the resilience to climate change and sustainable resource management in rural livelihoods. Through the GIAHS recognition and implementation, sites can contribute to the increment of rural tourism in ways that do not harm the biodiversity and strengthen rural economy and livelihood.

During the second session, the speakers presented very different and interesting sites, whether they were in the process of being accredited as GIAHS or still potential ones. Ms Keresztes pointed out that these examples shows that the region did not just start the discussion two years ago but effectively implemented this programme to safeguard these specific areas from the challenges they are facing. Ms Keresztes also pointed out the importance of communication between organisations, GIAHS sites, local communities and different governmental bodies to better understand the countries’ priorities. It is necessary to raise the importance of inclusiveness, especially when it comes to communities, which are the key in the safeguarding of these landscapes and local areas. Therefore, Ms Keresztes stated that it is mandatory to further the participatory approach.
## Annex 1: Agenda

27 April 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00-10:05</td>
<td>Opening remarks&lt;br&gt;Tania Santivañez, Delivery Manager Regional Initiative 3 and GIAHS Regional focal point, FAO REU</td>
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<tr>
<td>10:05-10:20</td>
<td>Opening session: GIAHS technical guidance, and Action Plan&lt;br&gt;Endo Yoshihide, GIAHS Coordinator FAO</td>
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<td>10:20-11:00</td>
<td>Session 1: GIAHS and agri-food sustainability&lt;br&gt;University of Málaga, Spain</td>
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<tr>
<td>11:00-11:15</td>
<td>Scientific results on GIAHS resilience and vulnerability to climate change&lt;br&gt;FAO REU</td>
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<tr>
<td>11:15-12:00</td>
<td>Value chain and Geographical Indication (GI) in Europe and Central Asia&lt;br&gt;SlowFood International</td>
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<td>10:00-10:30</td>
<td>SlowFood: supporting local food products, cultures, and traditions&lt;br&gt;UNWTO</td>
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<tr>
<td>11:00-11:15</td>
<td>Sustainable rural tourism, innovation, and employment&lt;br&gt;Coffee Break</td>
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<tr>
<td>11:15-12:00</td>
<td>Session 2: Advances in the region and building upon the opportunities of GIAHS recognition&lt;br&gt;Regional Government of Andalucia, Spain</td>
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<td>12:00-12:30</td>
<td>GIAHS European network: VALSIPAM&lt;br&gt;Azerbaijan: north-west region (Gakh, Zagatala and Balakan)&lt;br&gt;GIAHS potentialities in Greece&lt;br&gt;Tajikistan: Hissor Valley&lt;br&gt;Advances in Russia&lt;br&gt;Slovenia: Gorlška Brda Region&lt;br&gt;Dialogue: building a regional road map for GIAHS dynamic conservation&lt;br&gt;Closing remarks</td>
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<td>12:30</td>
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