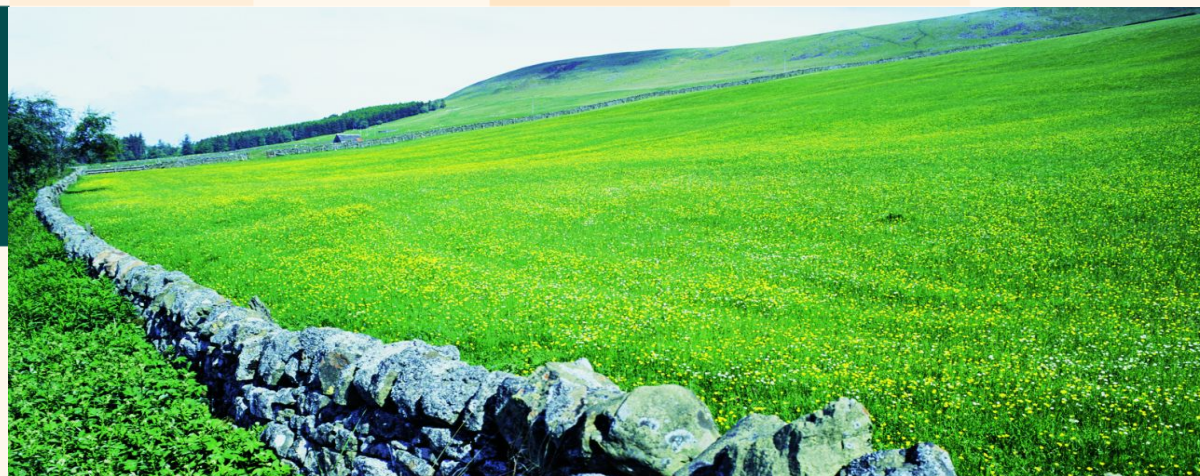




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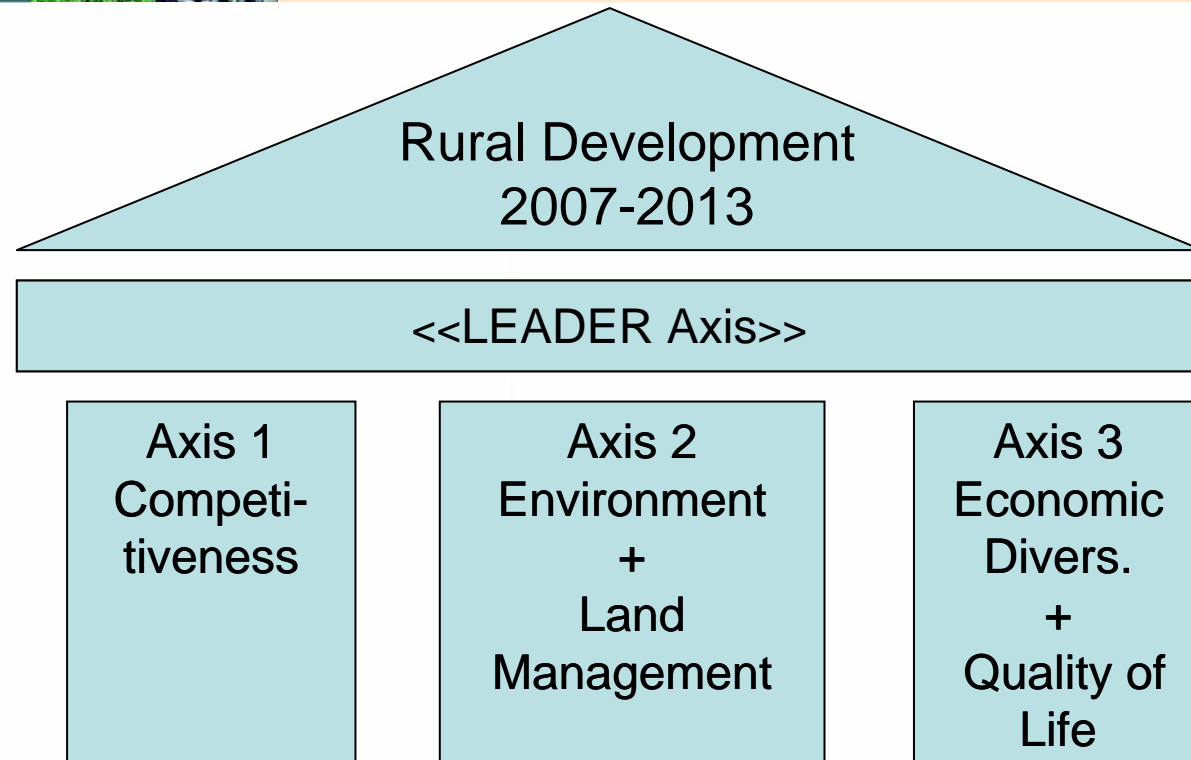
Collective Farmer's Marketing initiatives : support by the EU Rural Development Policy

Jean-Michel Courades (DG AGRI F3)



Four axes to implement the rural development objectives:

1. Improving the competitiveness of the farm and forestry sector
2. Improving the environment and the countryside
3. Quality of life in rural areas and diversification of the rural economy
4. LEADER





Axis 1 : Improving Competitiveness



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- Measures aiming at promoting **knowledge** and improving **human potential**: vocational training/information; setting up of young farmers; early retirement; management, relief and advisory services, ...
- Measures aiming at restructuring **physical potential** and promoting **innovation**: investments to improve production, processing and marketing structures (and infrastructures),...
- Measures aiming to improve the **quality of agricultural production and products**: adaptation to new EU standards; participation in food quality schemes; promotion for quality products.

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AXIS 1 : relevant measures

- 114 : use by farmers of farm advisory services
- 111 : vocational training and information
- 121 : farm modernisation
- 123 : adding value to agricultural and forestry products
- 133 : supporting producer groups for promotion for quality products

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AXIS 3 : relevant measures

- 311 : diversification into non-agricultural activities
- 321 : basic services for the economy

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AXIS 4 : relevant measures

- 41 : LOCAL DEVELOPMENT STRATEGY
 - theme of the strategy : local products, territorial marketing
- 42 : TERRITORIAL COOPERATION
 - Inter-regional
 - transnational



Leader + project : **Brugse Ommeland Farm products network**

- Network of nine Farm shops
- funded under the Strategy for farm-fresh products by LAG Brugse Ommeland
- Actions : Common label (image of the LAG region), joint advertising, marketing campaigns, mail order, map of the area with all information
- link with other projects ('stimulating a broader farm development')
- In summer connection with cycle and hiking trails (issue: convince authorities to accept signposts;
- Project total cost : 362 536 euros



Leader + project :

Matön Gotland, the 'food island'

- Support to the creation of a company to sell on behalf of seven island's food producers by the LAG Gotland
- Supported actions : salary for a salesman, food fairs in Visby, joint summer farmer shop
- Products : farm meat, bread, fish, farm cheese.
- markets : Stockholm market (30 shops) and Gotland's tourists
- Total budget : 297 826 euros



Leader+ project :

Savours and flavours week

- Different events (on agriculture, heritage, industry, handicrafts, gastronomy, health)
- Products covered : aromatic plants, medicinal plant, cheese, olive
- LAG Luberon (Haute Provence)
- Target : professionals (producers, restaurant, sellers, distributors), general public (children, tourist, local people, connaisseurs)
- Additional projects : educational programme « I live in a region of savours and flavours », network of tourist offices
- Qualitative impact : mobilisation of partners
- Difficulties: mobilisation of all partners, to avoid to dilute the message by wanting to cover all sectors of the public
- Total budget : 130 000 euros (for the first event)



Leader+ project :

Portugal Rural

- Interterritorial cooperation project initiated under Leader II in 1998 and extended under Leader+ in an association called Proregios with more territories
- Commercial store in Lisbon for all Leader regions
- Products : food, hand-crafted goods
- Actions : action weeks in Lisbon, launching of new products, organisation of a fresh-food market
- Associated projects : pre-prepared baskets of fresh products ('Reciproco')
- Total budget: 519 000 euros