



Integrated Winery Unit

Pieria region - Greece



Summary

Ioannis Pantoulis, who is a certified bio-cultivator producing several wine varieties - merlot, cabernet sauvignon, syrah and Greek tsipouro - decided to avail of the opportunity offered by the LEADER LAG Pieriki Anaptixiaki in the Pieria, Greece, to create a new winery business launching onto the market a wine produced from his organic-certified vineyards. In spite of the economic recession, the farmer decided to start his own business and to tap into the export market.



Main Activities

The international wine market offers good possibilities for quality products. The investment was mainly used to buy modern equipment, build the production lines to process the organic grape respecting high quality standards, and to get technical support. The project required a high budget investment plan, necessary to start such a business and to produce a product that is competitive in the national and international market.



Key Success

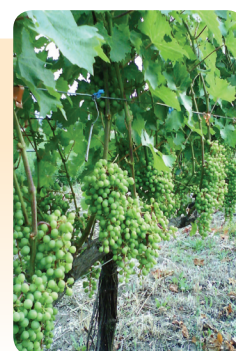
- ▶ The support of the LEADER programme, without which the realisation of this project would have been impossible because of the lack of funding opportunities available due to the financial crisis.
- ▶ The technical support provided to the farmer both to realise the investment and to promote the wine abroad.
- ▶ The optimisation of the production process, from the cultivation to the production of the wine.



Conclusion

The LEADER funding opportunities benefit young people, and especially young farmers, thanks to special selection criteria, and allow them to realise their investment plans. This specific project illustrates a successful example of investment support for young farmers in dispersed rural areas; one that spurred the implementation of an entrepreneurial 'dream'.

- ✓ Young farmers could go one step beyond simple production and provide more than an agricultural product.
- ✓ Quality processes provide added value to the product and offer better opportunities in the domestic and international markets.
- ✓ LAGs can act as a link between young farmers and funding opportunities, alongside the promotion of quality products.
- ✓ Factors such as quality assurance, energy efficiency and environmental protection should be a central theme of LEADER projects.



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