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[‘Les 3 Givrées’ - Ice cream from the farm](#) ^[1]

Keywords:

Agriculture, Competitiveness, Diversification, Entrepreneurship, Family farming, Food & Drink, Innovation, Job creation, Product quality, Rural business, Rural SMEs, Women

Countries:

France

In an area where the agricultural sector is under pressure due the expansion of a nearby urban centre, the diversification of farming activities e.g. ice-cream production and marketing, can ensure the farm’s sustainability.

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Links

[1] https://enrd.ec.europa.eu/projects-practice/les-3-givrees-ice-cream-farm_en