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## [Branding cereal crops for the export market](#) <sup>[1]</sup>

Keywords:

Added value, Agriculture, Competitiveness, Innovation, Smart Villages

Countries:

Finland

A marketing project to promote the high-quality Finnish oats to the international market and increase the income of small farms.



## [Digitisation of Reindeer Husbandry](#) [2]

### Keywords:

Animal husbandry, Digitisation, Information & Communications Technology (ICT), Information & promotion activities, Innovation

### Countries:

Finland

A study financed by the Finnish RDP aimed to find new digital solutions for making reindeer husbandry a more efficient and profitable business.

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### Links

[1] [https://enrd.ec.europa.eu/projects-practice/branding-cereal-crops-export-market\\_en](https://enrd.ec.europa.eu/projects-practice/branding-cereal-crops-export-market_en)

[2] [https://enrd.ec.europa.eu/projects-practice/digitalisation-reindeer-husbandry\\_en](https://enrd.ec.europa.eu/projects-practice/digitalisation-reindeer-husbandry_en)