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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.



## [Creating the Vistula valley cultural and culinary brand](#) [2]

Keywords:

Added value, Diversification, Information & promotion activities, Local food, Tourism

Countries:

Poland

EU funding contributed to create and promote a new cultural and culinary brand for the attractive Vistula valley in Poland, helping the region to entice tourists.

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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/creating-vistula-valley-cultural-and-culinary-brand\\_en](https://enrd.ec.europa.eu/projects-practice/creating-vistula-valley-cultural-and-culinary-brand_en)