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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.



## **Forest games - funny & money in the woods** [3]

Keywords:

Communication, Forestry, Information & promotion activities, Youth

Countries:

Finland

Using digital technologies to re-establish the connection between young people and forests.



## [‘Trubenieki’ farm - Developing a mushroom farm through a niche product & diversification](#) [4]

Keywords:

Agriculture, Diversification, Innovation, Job creation, LEADER/CLLD, Tourism

Countries:

Latvia

An ambitious young farmer used RDP support to create a new niche product and a touristic attraction out of his produce of mushrooms that were not suitable for the market.

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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)

[3] [https://enrd.ec.europa.eu/projects-practice/forest-games-funny-money-woods\\_en](https://enrd.ec.europa.eu/projects-practice/forest-games-funny-money-woods_en)

[4] [https://enrd.ec.europa.eu/projects-practice/trubenieki-farm-developing-mushroom-farm-through-niche-product-diversification\\_en](https://enrd.ec.europa.eu/projects-practice/trubenieki-farm-developing-mushroom-farm-through-niche-product-diversification_en)