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## **[A marketing strategy to strengthen the brand of a short supply chain for pig meat](#)** <sup>[1]</sup>

Keywords:

Competitiveness, Cooperation, Market development, Producer groups, Product quality, Short supply chains & local markets

Countries:

The Netherlands

A pig meat producing short supply chain developed a marketing strategy to strengthen its brand and increase demand for its high-quality products.



## **Hay meat and milk** [2]

Keywords:

Animal husbandry, Cooperation, Direct marketing, Innovation, Producer groups

Countries:

Slovenia

A European Innovation Partnership (EIP) Operational Group was set up to ensure the viability and continuation of the traditional farming method for hay fed milk and meat production.



## **Farmers measure water - Netherlands** [3]

Keywords:

Agriculture, Cooperation, Digitisation, Rural Inspiration Awards: nominees, Water management

Countries:

The Netherlands

This project combined state-of-the-art sensing techniques and models with a participatory monitoring process with farmers and water authorities to create a common understanding of the main

local challenges and possible solutions to enhance water quality. In addition, the process empowered individual farmers to become equal partners with water authorities as they gained knowledge and access to data. Problems with water management differ between regions, but the process of jointly collecting, learning from and acting on data can be applied across regions.



## **The Water Holding project of Walcheren** [4]

Keywords:

Agriculture, Climate change adaptation, Competitiveness, Cooperation, Innovation, Irrigation, Natural resources, Water management

Countries:

The Netherlands

Setting up collaborative water system measures and a governance approach to increase self-sufficiency of freshwater availability for agriculture.



## **Feed Back Farm - using insects for adding value to organic waste streams** [5]

Keywords:

Agriculture, Bioeconomy, Competitiveness, Cooperation, Environmental sustainability, Innovation

Countries:

The Netherlands

An EIP-AGRI Operational Group project on the use of insects for adding value to organic residues from agriculture.



## **Brickz - Natural Soil Improver** [6]

Keywords:

Agriculture, Bioeconomy, Competitiveness, Cooperation, Entrepreneurship, Innovation, Rural Inspiration Awards: nominees

Countries:

The Netherlands

Using biomass residues to produce a fertiliser, which is then used to grow trees, and will, over time, improve soil quality, has led to significant financial savings for nature conservation organisations and tree nurseries.



## **Social farming and product innovation** [7]

Keywords:

Added value, Cooperation, Product quality, Social inclusion, Social services

Countries:

The Netherlands

A farm employing people with special needs set up a process line and an experimental kitchen, where non-commercial agricultural produce can be turned into new products.

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