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[Investing in on-farm berry processing and direct sales](#) ^[1]

Keywords:

Added value, Agriculture, Competitiveness, Direct marketing, Job creation, Product quality,
Short supply chains & local markets

Countries:

Finland

On-farm processing can add value to the product and can also make farming a more attractive choice for young farmers - as demonstrated by a berry farm in Finland.



Setting up an ultra-modern greenhouse that uses renewable energy for heating [2]

Keywords:

Competitiveness, Direct marketing, Farm restructuring/modernisation, Job creation, Renewable energy, Short supply chains & local markets

Countries:

Romania

Setting up a state-of-the-art greenhouse for hydroponic production of tomatoes using renewable energy sources for heating.



Developing local food sales through knowledge and skills [3]

Keywords:

Cooperation, Direct marketing, Short supply chains & local markets, Vocational training & skills acquisition

Countries:

Finland

A Finnish University used EAFRD funding to organise information days, pilot projects and professional tours to enable food processing companies to develop their local sales.



[Local production of vinegars and syrups in Estonia](#) [4]

Keywords:

Direct marketing, LEADER/CLLD, Local food, Rural SMEs

Countries:

Estonia

A local producer of syrups and vinegars in Estonia used EAFRD funding to scale up production to create a business that sells to restaurants, shops and big suppliers.



[A cheese processing facility on an Alpine pasture](#) [5]

Keywords:

Direct marketing, LEADER/CLLD, Mountain area, Tourism

Countries:

Austria

An Austrian farmer used EAFRD funding to build a cheese processing facility on an Alpine pasture offering tours and events to learn about cheese and Alpine farming.



[“Selling from the yard” in Slovakia](#) [6]

Keywords:

Direct marketing, Information & promotion activities, Short supply chains & local markets

Countries:
Slovakia

Information and promotion activities on direct marketing by the Slovak National Rural Network.



Short Supply Chains in the Heart of Slovenia [7]

Keywords:

Direct marketing, LEADER/CLLD, Market development, Short supply chains & local markets

Countries:

Slovenia

A series of different LEADER supported projects helped the development of distribution systems for producers as to improve market access and local food awareness.



Goodies from the Farm [8]

Keywords:

Agriculture, Direct marketing, Diversification

Countries:

Austria

The “Gutes vom Bauernhof” website and mobile application aimed to improve direct marketing in the farm sector in Austria.



Reinforcing rural and urban relations [9]

Keywords:

Direct marketing, Inter-territorial/Transnational cooperation, Short supply chains & local markets

Countries:

France, Portugal

Transnational cooperation between a French and Portuguese LAG on the topic of urban-rural relations has resulted in mutual learning about new ways to improve the scope and effectiveness of short supply-chains for local food.



“Earth Treasures Fair” Local International Market [10]

Keywords:

Direct marketing, Inter-territorial/Transnational cooperation, Short supply chains & local markets

Countries:

Hungary, Slovakia

A permanent local international market established on a village at the Slovak-Hungarian border enabled local producers from both countries to sell their products more effectively.

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