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## **[Investing in on-farm berry processing and direct sales](#)** <sup>[1]</sup>

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.



## [Restructuring the bottling plant of the winery Bodegas Latúe](#) <sup>[2]</sup>

Keywords:

Added value, Diversification, Rural SMEs

Countries:

Spain

A winery in response to changing consumers' preferences, decided to restructure its bottling plant in order to widen the range of high quality wines produced.

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### Links

[1] [https://enrd.ec.europa.eu/projects-practice/investing-farm-berry-processing-and-direct-sales\\_en](https://enrd.ec.europa.eu/projects-practice/investing-farm-berry-processing-and-direct-sales_en)

[2] [https://enrd.ec.europa.eu/projects-practice/restructuring-bottling-plant-winery-bodegas-latue\\_en](https://enrd.ec.europa.eu/projects-practice/restructuring-bottling-plant-winery-bodegas-latue_en)