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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.



[Branding cereal crops for the export market](#) [2]

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.



[Adding value to the traditional local produce of Pomurje](#) [3]

Keywords:

Added value, Farm restructuring/modernisation, Job creation, Rural SMEs

Countries:

Slovenia

The Kodila meat processing company used EAFRD funds to invest in new equipment in order to enhance the quality of its PDO ham and increase its production volumes.

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Links

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

[2] https://enrd.ec.europa.eu/projects-practice/branding-cereal-crops-export-market_en

[3] https://enrd.ec.europa.eu/projects-practice/adding-value-traditional-local-produce-pomurje_en