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Total results: 14.



## **[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.



## 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.**

## Pages

**1**

[2](#) [11]

[next >](#) [11]

[last »](#) [11]

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### Source URL:

[https://enrd.ec.europa.eu/projects-practice/\\_en?project\\_keywords\\_filter=19753&project\\_country=All&field\\_enrd\\_prj\\_measure\\_tid=All&field\\_enrd\\_prj\\_focus\\_area\\_tid=All&field\\_enrd\\_prj\\_keywords%3A20461&field\\_enrd\\_eu\\_countries%3ASweden&field\\_enrd\\_prj\\_keywords%3A19728](https://enrd.ec.europa.eu/projects-practice/_en?project_keywords_filter=19753&project_country=All&field_enrd_prj_measure_tid=All&field_enrd_prj_focus_area_tid=All&field_enrd_prj_keywords%3A20461&field_enrd_eu_countries%3ASweden&field_enrd_prj_keywords%3A19728)

### 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)

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[3] [https://enrd.ec.europa.eu/projects-practice/developing-local-food-sales-through-knowledge-and-skills\\_en](https://enrd.ec.europa.eu/projects-practice/developing-local-food-sales-through-knowledge-and-skills_en)

[4] [https://enrd.ec.europa.eu/projects-practice/local-production-vinegars-and-syrups-estonia\\_en](https://enrd.ec.europa.eu/projects-practice/local-production-vinegars-and-syrups-estonia_en)

[5] [https://enrd.ec.europa.eu/projects-practice/cheese-processing-facility-alpine-pasture\\_en](https://enrd.ec.europa.eu/projects-practice/cheese-processing-facility-alpine-pasture_en)

[6] [https://enrd.ec.europa.eu/projects-practice/selling-yard-slovakia\\_en](https://enrd.ec.europa.eu/projects-practice/selling-yard-slovakia_en)

[7] [https://enrd.ec.europa.eu/projects-practice/short-supply-chains-heart-slovenia\\_en](https://enrd.ec.europa.eu/projects-practice/short-supply-chains-heart-slovenia_en)

[8] [https://enrd.ec.europa.eu/projects-practice/goodies-farm\\_en](https://enrd.ec.europa.eu/projects-practice/goodies-farm_en)

[9] [https://enrd.ec.europa.eu/projects-practice/reinforcing-rural-and-urban-relations\\_en](https://enrd.ec.europa.eu/projects-practice/reinforcing-rural-and-urban-relations_en)

[10]

[https://enrd.ec.europa.eu/projects-practice/%E2%80%9Cearth-treasures-fair%E2%80%9D-local-international-market\\_en](https://enrd.ec.europa.eu/projects-practice/%E2%80%9Cearth-treasures-fair%E2%80%9D-local-international-market_en)

[11]

[https://enrd.ec.europa.eu/projects-practice/\\_en?page=1&project\\_keywords\\_filter=19753&project\\_country=All&field\\_enrd\\_prj\\_measure\\_tid=All&field\\_enrd\\_prj\\_focus\\_area\\_tid=All&field\\_enrd\\_prj\\_keywords%3A20461&field\\_enrd\\_eu\\_countries%3ASweden&field\\_enrd\\_prj\\_keywords%3A19728](https://enrd.ec.europa.eu/projects-practice/_en?page=1&project_keywords_filter=19753&project_country=All&field_enrd_prj_measure_tid=All&field_enrd_prj_focus_area_tid=All&field_enrd_prj_keywords%3A20461&field_enrd_eu_countries%3ASweden&field_enrd_prj_keywords%3A19728)