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

Keywords:

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.



## **An innovative model of production, processing and distribution of herbs in the Zielawa Valley, Poland** [2]

Keywords:

Agriculture, Biodiversity, Competitiveness, Cooperation, Innovation, Short supply chains & local markets

Countries:

Poland

An EIP Operational Group developed and tested a unique end-to-end agroforestry production process that is sustainable, profitable for the farm and the processing company, and which benefits consumers through products made in a way that supports the environment.



## **Ancient Grain - Innovation in cultivation, processing and marketing of primary forms of wheat** [3]

Keywords:

Agriculture, Cooperation, Innovation, Natural resources, Product quality, Short supply chains & local markets

Countries:

Poland

An EIP Operational Group worked on the reintroduction of ancient wheat species in the context of current practices applied at farm level.



## **Farmers measure water - Netherlands** [4]

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** [5]

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** [6]

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.



## **Integrated Pest Control System using Aerodynamic-Spectrometric Methods** [7]

Keywords:

Agriculture, Cooperation, Innovation, Soil management

Countries:

Lithuania

Developing an integrated identification and control system that enables the detection of pests in fields and gardens and determines the optimal time to apply protective measures.



## **Improving the soil's fertility using new generation microelements** [8]

Keywords:

Agriculture, Competitiveness, Cooperation, Innovation

Countries:

Lithuania

An EIP-AGRI operational group on improving the soil's quality and structure, using new generation microelements and microorganisms.



## **Brickz - Natural Soil Improver** [9]

**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.

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**Links**

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