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## [‘Les 3 Givrées’ - Ice cream from the farm](#) <sup>[1]</sup>

Keywords:

Agriculture, Competitiveness, Diversification, Entrepreneurship, Family farming, Food & Drink, Innovation, Job creation, Product quality, Rural business, Rural SMEs, Women

Countries:

France

In an area where the agricultural sector is under pressure due the expansion of a nearby urban centre, the diversification of farming activities e.g. ice-cream production and marketing, can ensure the farm’s sustainability.



## Label 'Pays Gourmand' - promoting French local restaurants

[2]

Keywords:

Information & promotion activities, LEADER/CLLD, Local food

Countries:

France

A French region developed its own brand that capitalises on its culinary tradition, as well as the diversity and quality of its local produce.

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### Links

[1] [https://enrd.ec.europa.eu/projects-practice/les-3-givrees-ice-cream-farm\\_en](https://enrd.ec.europa.eu/projects-practice/les-3-givrees-ice-cream-farm_en)

[2] [https://enrd.ec.europa.eu/projects-practice/label-%E2%80%98pays-gourmand%E2%80%99-%E2%80%93-promoting-french-local-restaurants\\_en](https://enrd.ec.europa.eu/projects-practice/label-%E2%80%98pays-gourmand%E2%80%99-%E2%80%93-promoting-french-local-restaurants_en)