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[Matic Vizjak - Creating innovative products from chilli peppers and beekeeping](#) ^[1]

Keywords:

Agriculture, Competitiveness, Direct marketing, Diversification, Entrepreneurship, Innovation, Product quality, Young farmers

Countries:

Slovenia

An ambitious entrepreneur used business start-up aid for young farmers in order to modernise his farm and create a series of innovative products.



Pepe Aromas - Producing organic prickly pears [2]

Keywords:

Added value, Agriculture, Competitiveness, Entrepreneurship, Environmental protection, Innovation, Market development, Organic farming

Countries:

Portugal

A unique example of a rural business which achieved economic profitability based on innovation and environmentally-friendly practices.



'Trubenieki' farm - Developing a mushroom farm through a niche product & diversification [3]

Keywords:

Agriculture, Diversification, Innovation, Job creation, LEADER/CLLD, Tourism

Countries:

Latvia

An ambitious young farmer used RDP support to create a new niche product and a touristic attraction

out of his produce of mushrooms that were not suitable for the market.

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- [2] https://enrd.ec.europa.eu/projects-practice/pepe-aromas-producing-organic-prickly-pears_en
- [3] https://enrd.ec.europa.eu/projects-practice/trubenieki-farm-developing-mushroom-farm-through-niche-product-diversification_en