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## **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.



## **“Selling from the yard” in Slovakia** [2]

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.



## **Reinforcing rural and urban relations** [3]

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.



## [Joint work for organic market development](#) [4]

### Keywords:

Access to market, Agriculture, Direct marketing, Information & promotion activities, Organic farming

### Countries:

Slovenia

Awareness raising and sales promotion for organic crops and products

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### 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)

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

[3] [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)

[4] [https://enrd.ec.europa.eu/projects-practice/joint-work-organic-market-development\\_en](https://enrd.ec.europa.eu/projects-practice/joint-work-organic-market-development_en)