

EU Rural Review 22 'Smart and Competitive Food and Drink Supply Chains'



This issue focuses on opportunities for “improving competitiveness of primary producers by better integrating them into the agri-food chain” – one of the Focus Areas of EU Rural Development policy.

The publication provides an overview of the various means for adding value in food and drink supply chains. It goes on to explore major market opportunities for rural producers in terms of: increasing the rural market; improving access to urban markets; and accessing the market for public food.

The publication stresses the importance of targeted strategies for supporting smarter supply chains using effective links with research and the Rural Development Programmes (RDPs).

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