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## [EU-Magazin Ländlicher Raum ausgabe 24 - Neue Geschäftsmöglichkeiten im ländlichen Raum](#) [1]


In dieser Ausgabe des EU-Magazins Ländlicher Raum werden einige aktuelle Denkansätze und Praktiken dahingehend untersucht, wie das Unternehmertum im ländlichen Raum unterstützt werden

kann, um die sich abzeichnenden Möglichkeiten und das latente Potenzial zur Entwicklung neuer erfolgreicher Geschäftsaktivitäten zu nutzen.

Unter Berücksichtigung der zahlreichen Herausforderungen, mit denen die ländlichen Gebiete in Europa konfrontiert sind, bietet die Ausgabe einen Überblick über die neuen Chancen, die sich durch die Entwicklungen in den verschiedensten Bereichen – von der Biotechnologie bis hin zur Erlebnisökonomie und von den Möglichkeiten, die durch die neuen Informationstechnologien geschaffen werden, bis hin zu den sich wandelnden Verbraucherbedürfnissen – bieten.

Außerdem wird die Frage untersucht, wie die Entwicklungsprogramme für den ländlichen Raum strategisch eingesetzt werden können, um diese Chancen zu nutzen, wobei intelligentere Wege für eine effiziente Unterstützung der wirtschaftlichen Aktivitäten gefunden und gezielte Anstrengungen unternommen werden müssen, um einige der Herausforderungen, die dem ländlichen Raum eigen sind, zu überwinden.

**File:**

 [EN](#) [2]

 [PT](#) [3]

 [FR](#) [4]

 [DE](#) [5]

 [IT](#) [6]

 [ES](#) [7]

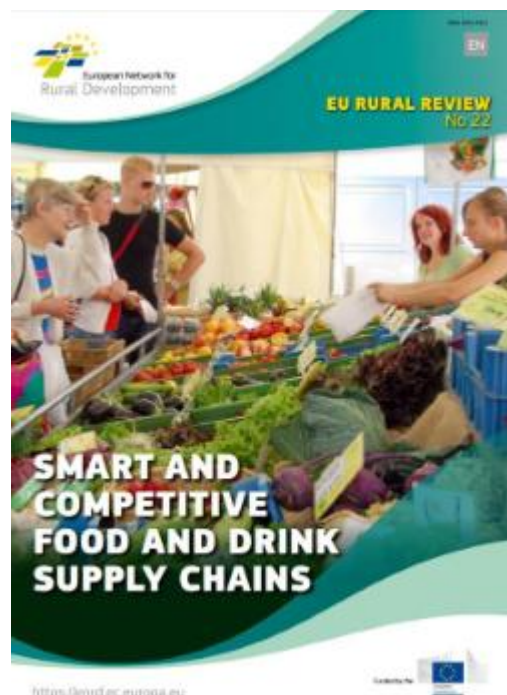
 [PL](#) [8]

**Publication date:**

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- Access to market, Advisory services, Cooperation, Digitisation, Entrepreneurship, LEADER/CLLD, Rural business, Rural SMEs, Vocational training & skills acquisition



## [EU-Magazin Ländlicher Raum ausgabe 22 - Intelligente und wettbewerbsfähige Versorgungsketten für Lebensmittel und Getränke](#) <sup>[9]</sup>

Zentrales Thema dieser Ausgabe sind die Möglichkeiten für eine „Stärkung der Wettbewerbsfähigkeit von Primärerzeugern durch eine bessere Integration dieser Primärerzeuger in die Agrarnahrungsmittelkette“ – einer der Schwerpunktbereiche der EU-Politik zur Entwicklung des ländlichen Raums.

Das Magazin bietet einen Überblick über die verschiedenen Instrumente zur Wertschöpfung in den Versorgungsketten für Lebensmittel und Getränke und untersucht im Anschluss attraktive Marktchancen für ländliche Produzenten im Hinblick auf eine Expansionsmöglichkeit des ländlichen Markts, eine Verbesserung des Zugangs zu städtischen Lebensmittelmärkten und einen Zugang zum Markt für öffentliche Lebensmittel.

Die Ausgabe betont die Bedeutung gezielter Strategien zur Förderung intelligenterer Versorgungsketten, bei denen nützlichen Verbindungen mit der Forschung und den Entwicklungsprogrammen für den ländlichen Raum (EPLR) eine wesentliche Rolle zukommt.

### **File:**

 [EN](#) [10]

 [FR](#) [11]

 [DE](#) [12]

 [IT](#) [13]

 [ES](#) [14]

 [PL](#) [15]

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- Access to market, Added value, Competitiveness, Cooperation, Food & Drink, Local food, Market development, Rural business, Rural services, Short supply chains & local markets



## [EU Rural Review 17 'Family Farming'](#) [16]

The United Nations has declared 2014 the [International Year of Family Farming](#) [17], the primary aim of which is to promote, develop and strengthen all types of family-oriented agriculture as a socially valuable, economically viable and environmentally sustainable model.

### File:

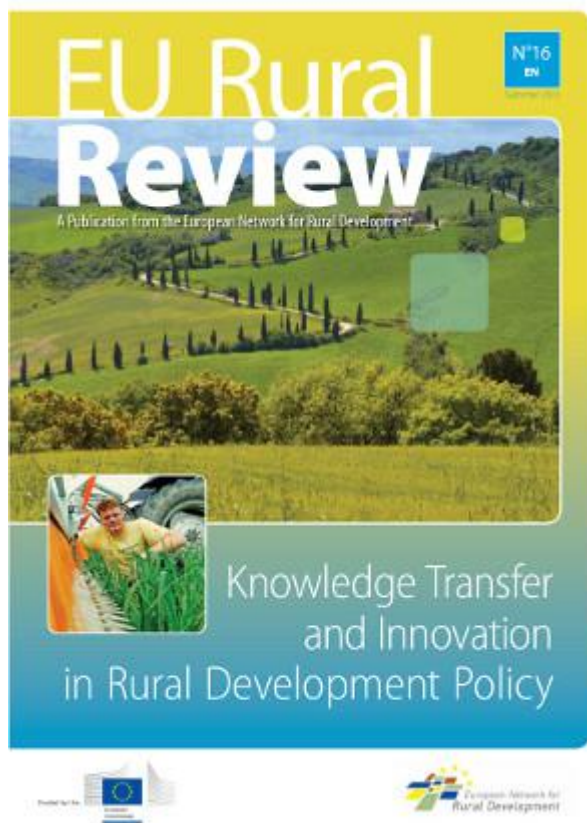
-  [EN](#) [18]
-  [FR](#) [19]
-  [DE](#) [20]
-  [IT](#) [21]
-  [ES](#) [22]
-  [PL](#) [23]
-  [HR](#) [24]

### Publication date:

November, 2013

### Keywords:








- Access to market, Competitiveness, Environmental sustainability, Family farming, Job creation, Local food, Natural resources, Organic farming, Short supply chains & local markets, Young farmers



## [EU Rural Review 16 'Knowledge Transfer and Innovation in Rural Development Policy'](#) [25]

Innovation is at the heart of the Europe 2020 strategy, which aims to promote smart, sustainable and inclusive growth. Today, European farmers are faced with the dual challenges of having not only to produce more, but also to do so in a sustainable manner. The reform of the Common Agricultural Policy (CAP) sees innovation as a key driver of sustainable agriculture and rural development.

### **File:**

-  [EN](#) [26]
-  [FR](#) [27]
-  [DE](#) [28]
-  [IT](#) [29]
-  [ES](#) [30]
-  [PL](#) [31]
-  [HR](#) [32]

### **Publication date:**

May, 2013

### **Keywords:**








- Access to market, Competitiveness, Environmental sustainability, Innovation, Knowledge transfer, LEADER/CLLD, Rural business



## [EU Rural Review 13 'Rural Development Financial Instruments: New Opportunities to Tackle the Economic Crisis'](#) [33]

Rural development Financial Instruments: opportunities, experiences and challenges for the implementation of EU Rural Development policy.

### **File:**

-  [EN](#) [34]
-  [FR](#) [35]
-  [DE](#) [36]
-  [IT](#) [37]
-  [ES](#) [38]
-  [PL](#) [39]
-  [HR](#) [40]

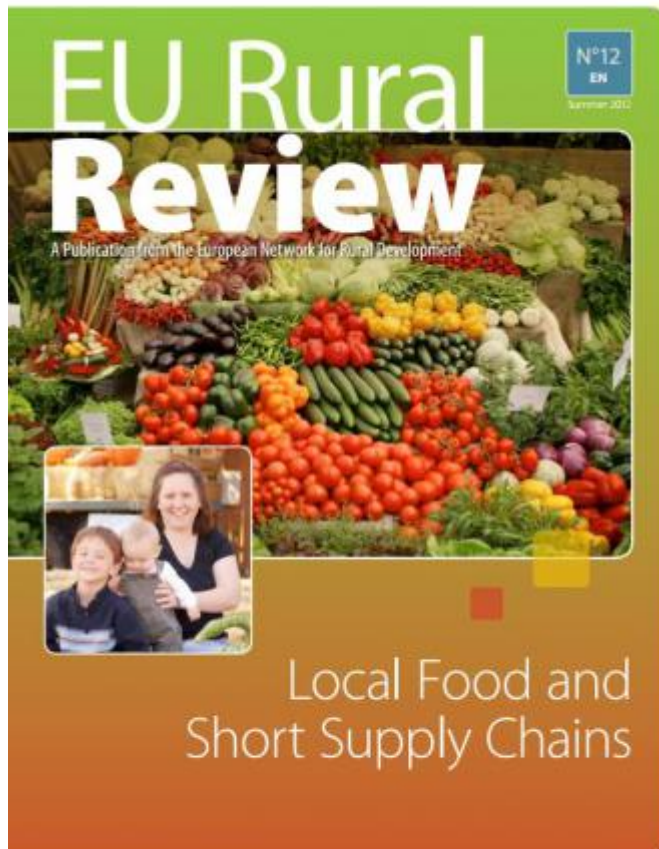
### **Publication date:**

October, 2012

### **Keywords:**

- Competitiveness, Entrepreneurship, Financial Instruments, Networking, Rural business












## [EU Rural Review 12 'Local Food and Short Supply Chains'](#) [41]

How Rural Development Programmes (RDPs) are contributing to the promotion of local food production and short supply chains.

### File:

-  [EN](#) [42]
-  [FR](#) [43]
-  [DE](#) [44]
-  [IT](#) [45]
-  [ES](#) [46]
-  [PL](#) [47]
-  [HR](#) [48]

### Publication date:

July, 2012

### Keywords:








- Access to market, Cooperation, Entrepreneurship, Inter-territorial/Transnational cooperation, LEADER/CLLD, Local food, Market development, Product quality, Rural business, Short supply chains & local markets



## [EU Rural Review 10 'Rural Entrepreneurship'](#) [49]

A closer look at how EU agriculture and rural development policy help promote rural entrepreneurship.

### File:

-  [EN](#) [50]
-  [FR](#) [51]
-  [DE](#) [52]
-  [IT](#) [53]
-  [ES](#) [54]
-  [PL](#) [55]
-  [HR](#) [56]

### Publication date:

January, 2012

### Keywords:

- Access to market, Competitiveness, Diversification, Entrepreneurship, Local food, Market development, Rural business, Rural services, Short supply chains & local markets





## [EU Rural Review 8 'Agricultural Product Quality: a Success Factor for EU Rural Areas'](#) [57]


Quality and organic products are a key part of the Common Agricultural Policy and an important objective of Rural Development policy.

### **File:**

 [EN](#) [58]

 [FR](#) [59]

 [DE](#) [60]

 [IT](#) [61]

 [ES](#) [62]

 [PL](#) [63]

### **Publication date:**

July, 2011

### **Keywords:**

- Access to market, Competitiveness, Cooperation, Local food, Market development, Organic farming, Product quality, Rural business, Short supply chains & local markets



## [EU Rural Review 6 'Employment and Social Inclusion'](#) [64]


Encouraging rural employment, tackling rural poverty and improving the quality of life.

### File:

 [EN](#) [65]

 [FR](#) [66]

 [DE](#) [67]

 [IT](#) [68]

 [ES](#) [69]

 [PL](#) [70]

 [HR](#) [71]

### Publication date:

December, 2010

### Keywords:

- Demography, Entrepreneurship, Job creation, LEADER/CLLD, Migrants, Rural business, Social inclusion, Vocational training & skills acquisition, Women, Young farmers, Youth



## [EU Rural Review 5 'Cultivating Competitiveness of the EU Farm, Agri-food and Forest Sectors'](#) [72]

Supporting EU agriculture, forestry and agri-food industries, combining competitiveness and multi-functionality.

### **File:**

 [EN](#) [73]

 [FR](#) [74]

 [DE](#) [75]

 [IT](#) [76]

 [ES](#) [77]

 [PL](#) [78]

### **Publication date:**

October, 2010

### **Keywords:**

- Access to market, Competitiveness, Environmental sustainability, Farm restructuring/modernisation, Forestry, Market development, Networking, Product quality, Rural business, Sustainability, Vocational training & skills acquisition

# Pages

**1**

[2](#) [79]

[next >](#) [79]

[last »](#) [79]

---

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## Links

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[79] [https://enrd.ec.europa.eu/publications/search/\\_de?page=1&f%5B0%5D=im\\_field\\_enrd\\_publication\\_type%3A2048 2&f%5B1%5D=im\\_field\\_enrd\\_publication\\_keywor%3A20461&f%5B2%5D=im\\_field\\_enrd\\_publication\\_keywor %3A19760&f%5B3%5D=im\\_field\\_enrd\\_publication\\_keywor%3A20474&f%5B4%5D=im\\_field\\_enrd\\_p ublication\\_keywor%3A19723](https://enrd.ec.europa.eu/publications/search/_de?page=1&f%5B0%5D=im_field_enrd_publication_type%3A2048 2&f%5B1%5D=im_field_enrd_publication_keywor%3A20461&f%5B2%5D=im_field_enrd_publication_keywor %3A19760&f%5B3%5D=im_field_enrd_publication_keywor%3A20474&f%5B4%5D=im_field_enrd_p ublication_keywor%3A19723)