



# Newsletter

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## What is MARLO?

**"Sustainable development of European rural areas through cooperation in marketing of local and organic food products"** – is a Leonardo da Vinci programme project co-funded by the European Commission.

The project intends to develop an understanding of why people engage with local and organic products; it will present marketing tools that can create more value for small local businesses and contribute to the development of rural communities.

The project places high emphasis on marketing of local and organic food products through tourism sector; it aims to highlight the

importance of cooperation of different stakeholders and create networking opportunities. The main outcome of the project will be a **Methodological Training Tool in Marketing of Local and Organic Food Products**.

MARLO started in October 2013 and will last for 24 months. It is implemented by a consortium of **7 partners from Spain, Cyprus, Italy, Latvia and Lithuania**.

In February-March 2014, the consortium is conducting a **survey to establish the training needs** in partner countries. To take part in the survey, please visit [Marlo Project Website](#)

More Information:



Programa de  
Aprendizaje  
Permanente

**Sustainable development of European rural areas through cooperation in marketing of local and organic food products**

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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## Why local and organic?



**Buying local organic food has clear benefits, including:**

**It's good for the environment** - less transport, less packaging, less pollution, less waste,

**It's good for local economy** - it keeps money in local area, creating jobs and businesses locally and giving farmers a bigger cut of the price-tag,

**It's good for local community** - making links between people in urban areas and the countryside,

**It's good for health** - fresher food, with improved nutrient levels, containing fewer contaminants.

Growing interest in local foods is the result of several movements. The environmental movement encourages people to consider

geographic dimensions in their food choices. Long-distance transport of food is considered to contribute to greenhouse gas emissions. The community food-security movement seeks to enhance access to safe, healthy, and culturally appropriate food for all consumers. The dominance of large corporations also have contributed to efforts to expand local food. The Slow Food movement is a response to mass-produced food, and the "fast" nature of people's lives, by encouraging traditional ways of growing, producing, and preparing food. The local food movement also reflects an increasing interest by consumers in supporting local farmers, and in better understanding the origin of their food.



## Cooperation with tourism sector

Small and niche/ organic farms are less able to compete than large commodity farms, however their business may be well supported by agricultural or food/ culinary tourism.

In recent years, food tourism has grown considerably and has become one of the most dynamic and creative segments of tourism. Both destinations and tourism companies are aware of the importance of gastronomy in order to diversify tourism and stimulate local, regional and national economic development.

Food tourism (definition of Hall and Sharples, 2003) is an experiential trip to a gastronomic region, for recreational or

entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food. Even **without gastronomy being the main motivation for choosing a destination, the fact is that it is increasingly occupying a substantial role as a secondary or partial motivation of tourists in the world.**

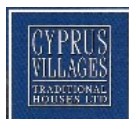




## Partners



**PROJECT COORDINATOR:**  
Extremadura Tourism Cluster  
Caceres, SPAIN  
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If you are a farmer/ food producer – have you offered your products to local tourism companies?

If you are a tourism company – do you know who could provide authentic local gastronomic experiences to your clients?

Have you already exploited the opportunities offered by the growing sector of food tourism?

If you are a farmer, an entrepreneur, a small company in rural area or a tourism service provider, and would like to learn more about marketing and cooperation opportunities, please contact the project coordinator or project partner in your country! *Email: [marloproject2014@gmail.com](mailto:marloproject2014@gmail.com)*



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