

Newsletter

Nº: 2. SEPTEMBER 2014



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MARLO'S TARGET & NEED ANALYSIS

The success of local and organic food products depends on different competencies of stakeholders in the market - producers, retailers, tourism sector, and the level of their cooperation. The MARLO project primary **target is rural SMEs** - farms, producers, tourism, retail companies - involved in production, marketing and sales of local and organic products. A research and survey were implemented for defining the target' needs.

The **survey** focused on SMEs & organisations that produce and/ or sell local/ organic food or are active in the tourism sector, independent of their legal status.

There were 153 respondents involved in the survey.

Project partners established contacts with rural SMEs, relevant organizations, associations, as well as networks in their regions and countries.

The most participants of the survey in all countries were interested to learn more about MARLO, thus we can expect interest and participation in the pilot course on marketing local and organic products that will be offered in project countries in about a year.

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.

Agreement nº: 2013-1-ES1-LEO05-66705

Local & Organic Products in Spain, Cyprus, Latvia & Lithuania



The geographic location and country specifics define the production trends of local and organic products:

Cyprus: citrus fruit, apples, apricots, pears, figs, cherries, nectarines, plums, pomegranates, bananas, strawberries, grapes, high quality red potatoes, carrots, peppers, tomatoes, celery, olives, nuts (almonds, walnuts, pistachio, and hazelnut), honey, carobs- healthy alternative to chocolate, pork, lamb, beef and chicken. Goat and cow farming are dominant due to the production of the national cheeses of halloumi, anari and feta, as well as yogurt.

Spain: olive oil, cherry, lamb, iberic ham, honey, paprika, cheese, creamy cheese, beef, wines. Particularly, the region of Extremadura offers tourists gastronomical products and

typical dishes cooked using local, organic, natural and high-quality recognized ingredients.

Latvia: grain production and dairy farming, vegetable and fruit production and a wide range of "niche" products such as jams, jellies, dried vegetables, herbs, bread and bakery products, canola oil, potato starch, malt, pasta, flour, flour products, vacuum-packed vegetables, sauerkraut, beer, juice, etc.

Lithuania: wheat, spelt, oats, rye, buckwheat, barley, soybeans, oils crops, sunflower, flax, rape oils varieties are pressed in farms. Dairy: cheese, sour cream, milk, cheese curd, yogurt, and other products related. Organic beef has a potential to become the main export production in the near future.



Main Training Needs

The most important **training needs** are on the following topics:

- * Marketing strategies
- * How to enter into the market
- * Marketing research
- * Legislation and certification
- * Branding and social media.

The respondents were mostly interested in the following **marketing tools** (shown in function of their importance):

- * Online training material
- * Case studies
- * Engaging with fellow participants

- * Best practice tools/ checklists
- * Problem based learning seemed less important to them

The most relevant **training methods** are the following:

- * Online training material
- * Workshops involving other companies' employees
- * Individual consultations



First Progress Meeting in Riga, Latvia



The 1st Progress Meeting of MARLO Project took place on 4-5th June (2014), in Riga (Latvia).

On the **first day**, MARLO project partners visited a number of farmers and food producers in joint study/dissemination visit with SmartFarmer project partners:

- * Farm "Gundegas", which grows large cranberries, has innovative facilities for drying different berries and other fruit, as well as producing juices and syrups.
- * Farm Ramkalni, which offers different products, entered into supermarket

chains and is combining production with different tourism services.

- * Farm Piladzi, which has fruit tree nursery business and recently started wine production (blackberries, rhubarbs etc.).
- * Farm Saulstari -1, Safari Park More - deer organic breeding farm, offering different tourism services.



During the **2nd day** of the meeting, the participants discussed the following topics:

- * Results of needs analysis per country
- * MARLO needs analysis & main conclusions
- * Adaptation of the Methodological Training Tool in Marketing
- * Dissemination plan & materials
- * Quality evaluation results & next steps
- * Project management issues



Partners



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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*



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marketing of local and organic food products**

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