

ENRD SEMINAR

“Forging the Links - connecting RDP support to the Food & Drink Supply Chain”

FINAL AGENDA

Brussels, 26 May 2016

Metropole Hotel
31 Place de Brouckère - 1000 Brussels

Background and objectives

The Seminar is part of the ENRD work on ‘Smart and Competitive Rural Areas’ where the main objective is to ‘*To maximise the impact that RDPs have on supporting farms and rural firms in accessing emerging markets*’.

The main focus for the activity has been on cooperation and investments which increase the competitiveness of sustainable products and services from farms, firms and other rural actors with particular attention to their links with urban areas. Opportunities are provided within the RDPs through the integration of measures such as Cooperation, Farm and Business development, Quality Schemes, Investment, Producer groups, Organic Farming, Advisory Services, Leader, Knowledge Transfer, Basic Services and Village Renewal.

Within this framework, the seminar aims at bringing together national and regional MAs and other stakeholders concerned with the implementation of RDPs to **prioritise actions which can enable rural areas to be more competitive through adding value throughout the supply chain**

At the operational level, the seminar aims to:

- Share experiences about methods and approaches on adding value through the supply chain, including the identification of new markets which can deliver a comparative advantage
- Highlight how support for rural producers can be enhanced and enabled through the RDP Programmes, with a particular focus on food and drink supply chain
- Contribute to the creation of a “community of practice” at the EU level involving those responsible for designing and implementing RDPs.

Agenda:

8.30 – 9.00 **Registration of participants**

9.00 – 9.10 **Welcome and introductory remarks**

Mihail Dumitru, Deputy Director General for Rural Development and Research

9.10 – 10.30 **Morning plenary**

Objective: Identify the critical action areas for development

- Developing Smart Specialisation through Targeted Support, *Martina Pertoldi, JRC, Smart Specialisation Platform – S3Platform*
- Developing Smart Food Supply Chains, *Jan Willem van der Schans, Wageningen University*
- Developing partnerships to deliver supply chain strategies, *James Withers, Chief Executive, Scotland Food & Drink*

Questions and comments from the audience

- Introduction to the morning workshops, *David Lamb, ENRD Contact Point*
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10.30 – 11.00 *Coffee break*

11.00 – 12.30 **Morning workshops**

Objectives: *Focus on sharing experiences from practitioners who have achieved results at key points in the supply chains*

WS1 – Improving Opportunities in Public Food (*enabling producers to effectively target and access public food opportunities, including using cooperation and smart technologies*):

- Developing access to markets in public food, *Robin Gourlay, Foodlinks, UK (Scotland)*
- Accessing public food markets through producer support and cooperation, *Vesna Erhart, Jarina, Slovenia*

WS2 – Enabling Access to Markets (*considering new opportunities, support structures enabling technologies and the urban-rural dimension*):

- Food Policy in Rotterdam and South Holland, *Amelia Oei, Food Cluster Rotterdam*
- Using social enterprise to support farmers to access urban markets, *Krzysztof Kwatery, Dolina Raby LAG, Poland*

WS3 – Developing Added Value throughout the Supply Chain (*enhancing the producer return and the product offering*):

- Added Value through Integrated Projects, *Vincenzo Carè, Italian NRN*
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- Targeted Support for Producers, *Patrick Pasgang Innovatiesteunpunt*
 - Developing a new proposition from a traditional base; *Belgian Saffron*;

12.30 – 13.00 **Feedback from workshops and discussions**

Introduction to the afternoon workshops, *David Lamb, ENRD Contact Point*

13.00 – 14.00 *Lunch*

14.00 – 15.15 **Afternoon workshops**

Objectives: *focus on how support be delivered at local, regional and national level, and what support can be targeted.*

WS4 – Developing support measures regionally and nationally:

- Delivering an integrated programme for food and drink, *Vera Ebner, Austrian Chamber of Agriculture*
- Developing support across the supply chain, *David Lamb & Enrique Nieto, ENRD Contact Point*

WS5 – Using cooperation as the catalyst:

- An Integrated approach to the cooperation measure, *Reve Lambur, Estonian NRN*
- Packages of support measures linked with advisory services *Karin Ellerman-Kuegler, Association of Chambers of Agriculture*

WS6 – Supporting local level delivery

- LAG strategies and networks of exchange, *Ivan McCutcheon, West Cork Development Partnership*
- Smart specialisation at local level, *Mariangeles Muriel Gonzalez, TAGUS*

15.15 – 15.30 *Coffee Break*

15:30 – 16:30 **Feedback from workshops and discussion**

Panel Discussion: Seizing the opportunity and building the programmes

Panel

James Withers, Scotland Food & Drink

Georgios Mathioudakis, DG Agri

Oana Neagu, Copa Cogeca

Kirsten Birke Lund, ELARD

16:30 – 16:45 **Wrapping up and closing**