

Smart and Competitive Rural Areas Thematic Group

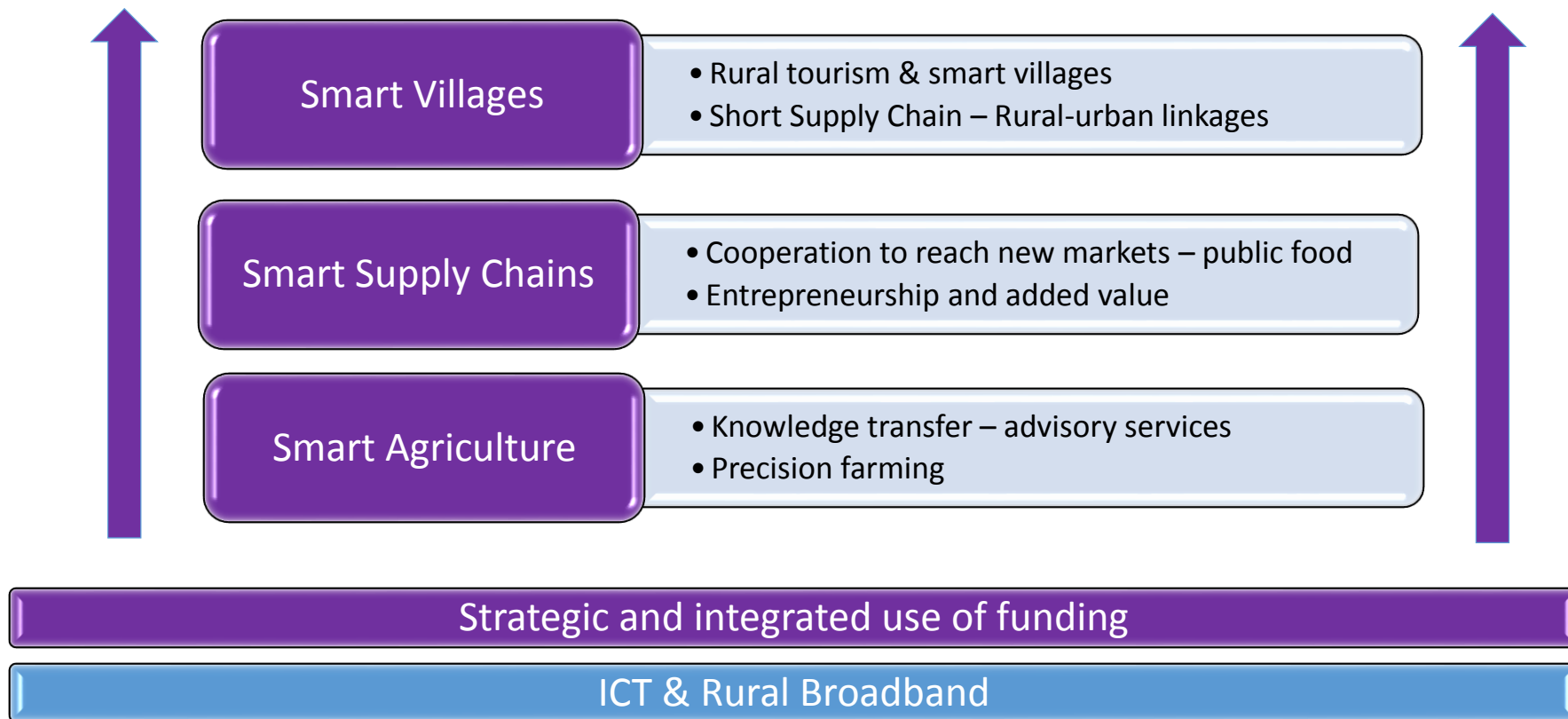
2nd Meeting

Paul Soto and David Lamb, ENRD Contact Point

Brussels – 24 February 2016

Characteristics of ENRD Thematic Groups

- 3 one day meetings.
- 25-30 Informed RD stakeholders.
- Balance of roles in RD implementation + geographical balance depending on subject
- **Inputs** – RDP analysis, good practices, thematic expertise + *those of participants*
- **Outputs/Dissemination**
 - Project case studies/Programme case studies
 - Fact sheets (RDP analysis + examples + recommendations)
 - Web
 - Rural Review,
 - Seminar
 - EU workshops (Selection criteria, Cooperation Measure..)
 - Activities of MA's, NRN`s (Bled) LAGs...



Network coordination around Smart & Competitive

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Workshops (e.g. Precision Farming, Cities and Food)
Focus Groups (e.g. Short Supply Chains Precision Farming)
Seminars (e.g. Data driven business models)
Reports, Agrinnovation magazine
Case studies and inspirational ideas

Horizon 2020
 OG's
 Ag. Advisors
 Research
 Rural SH

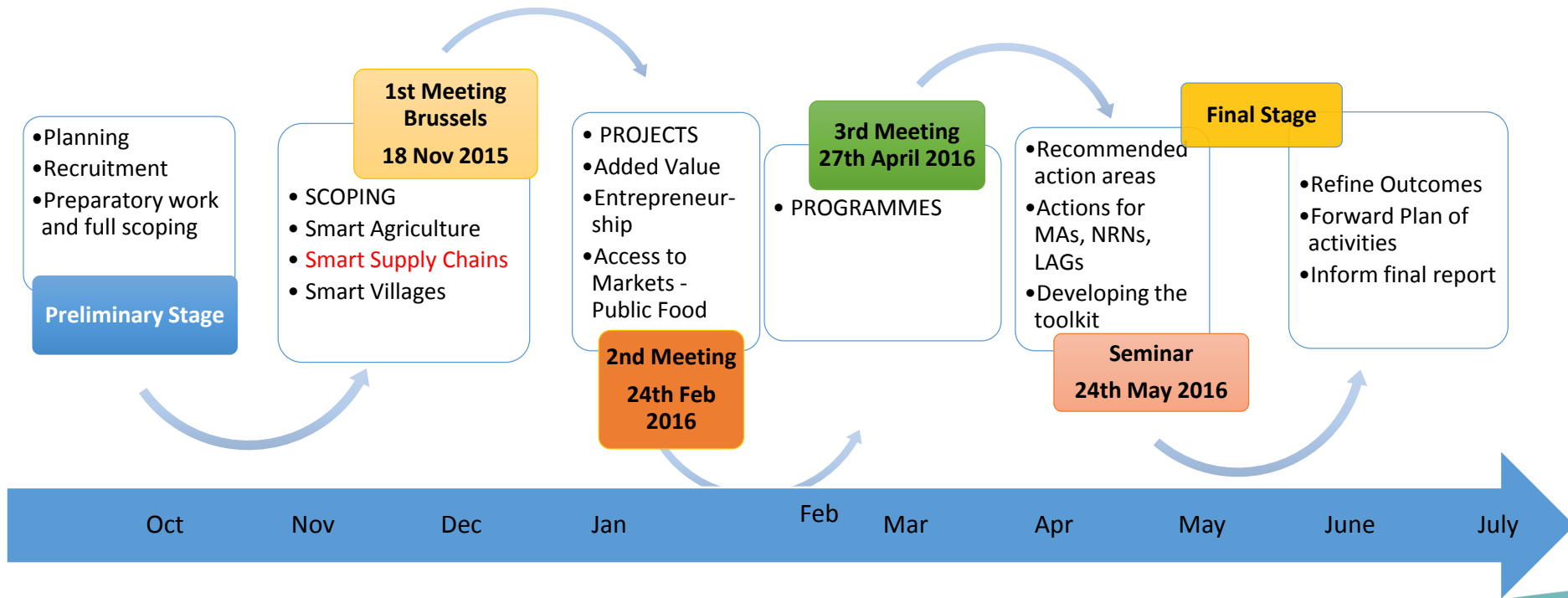


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Thematic Group on Smart & Competitive Rural Areas
Seminar
Rural Review
Web based case studies
Workshops (Measure 16)

RDPs
 MAs+PAs
 NRNs
 LAGs
 Rural SH

Workflow



EIP Focus Group – Short Supply Chains

Policy Issues

1. Enabling access to products
2. Protecting the integrity of SFCs
3. Public procurement for schools and other educational facilities

Training Issues

1. Training for entrepreneurs
2. Training on leadership

Dissemination of ‘best practice’

1. Flexible practices in matters of food hygiene, tax laws and the definition of SFCs
2. Public procurement opportunities to support SFC within the framework of European regulations and measures to promote environmental sustainability
3. Collective branding schemes
4. Collective logistics schemes

Outline of the day

9.00 – 9.30	Introduction to the day – Presentation of the key discussion topics and opportunities within the RDP – Paul Soto and David Lamb
9:30 – 10:45	Presentations on Market Access opportunities Opportunities to add value: Flanders – Patrick Pasgang, Innovatiesteunpunt Market areas for development (Public Food in Scotland) - Robin Gourlay, Scottish Government
10:45 – 11:00	Coffee break
11:00 – 12:30	Interactive session 1: What are the key needs and opportunities that can be developed to access new markets, enable entrepreneurship and develop added value?
12.30 – 13.30	Sandwich lunch
13:30 – 14:15	Presentations on potential tools and actions by networks and partners NRN delivery examples in France – Arnaud Marty (CGET) Local Level Planning in Austria – Cathrine Schwenoha (LAG Lebens. Wert. Pongau)
14.15 – 15.00	Session 2: Interactive Session: Where should we develop the tools and the actions to support them?
15.00 – 15.30	Conclusions & next steps: Prioritisation of actions and timescales

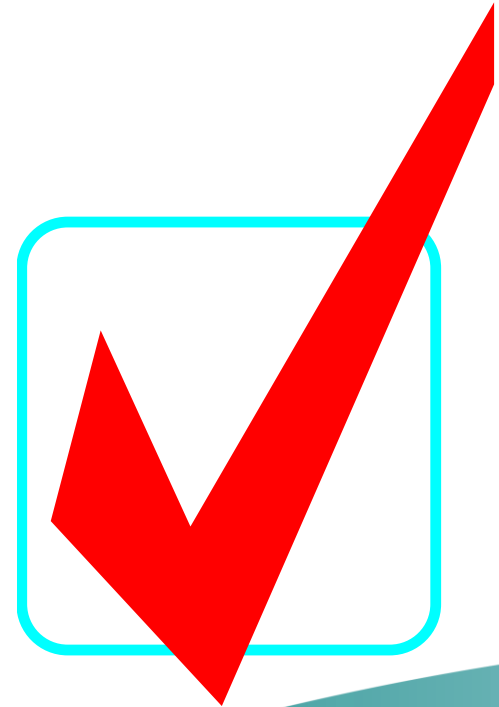
Added Value

Why do it?

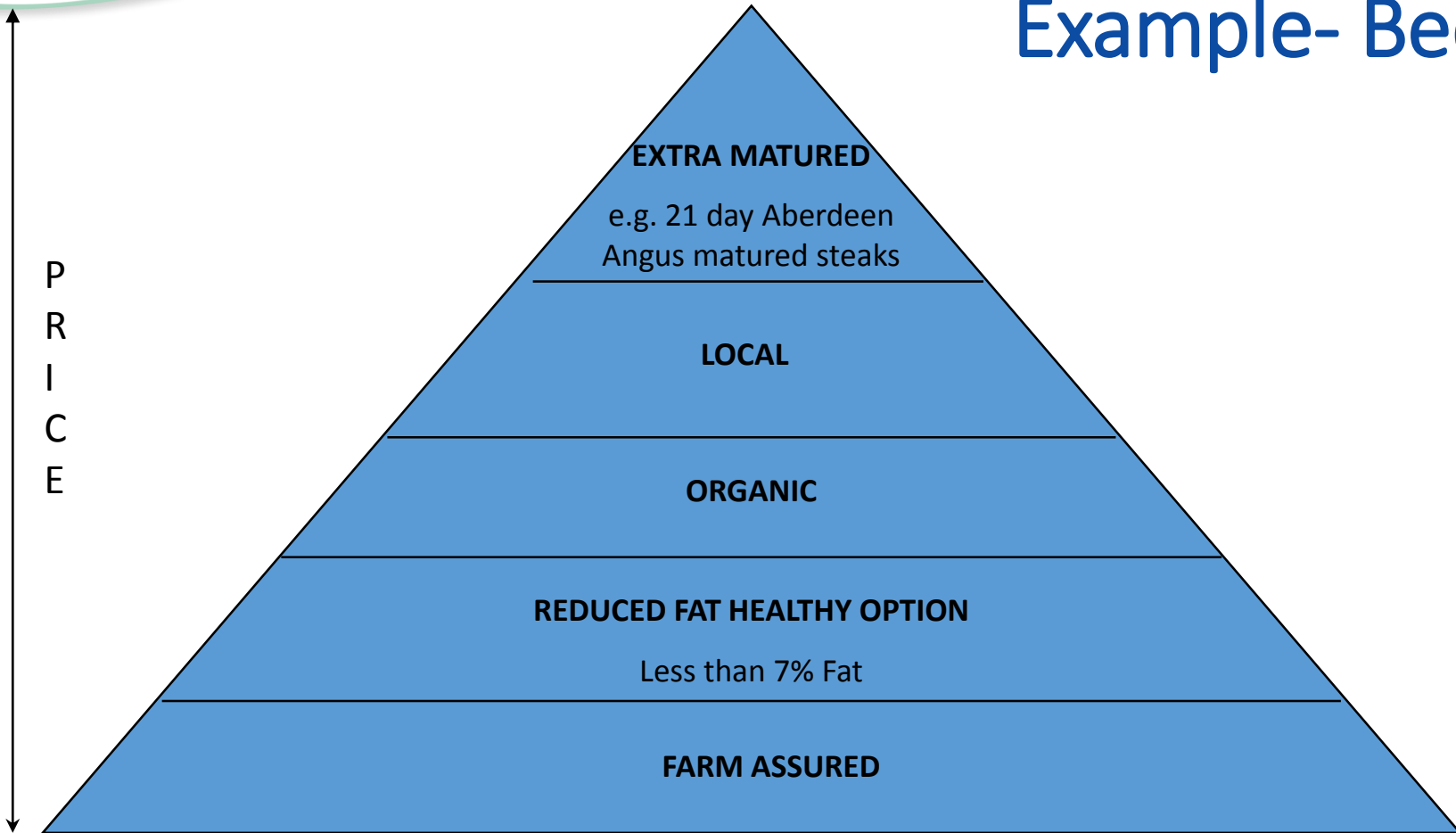
- Meet customer needs
- Gain competitive advantage – unique
- Enter a new market / market segment
- To gain a bigger value added share
- Increase profit

What Value can be added?

- Food texture, taste and aroma
- Convenience
- Product shape, size and flexibility
- Packaging
- Service
- Information and advice
- Reassurance and traceability
- Local production
- Storability (e.g. shelf life, freezability)
- Animal welfare
- Nutritional content in food



Product Range Pricing Example- Beef



Added Value Programme - Scotland

Workshops

Exhibition & Event Management

Public Relations / Technology & Social Networking

Pricing & Profitability

Packaging & Labelling

Product Evaluation / Product & Market Testing

Managing a small business

Approaching your customer

Best Practice Visit

Investment, Grants, Funding & Business Growth

Creating Development Plans

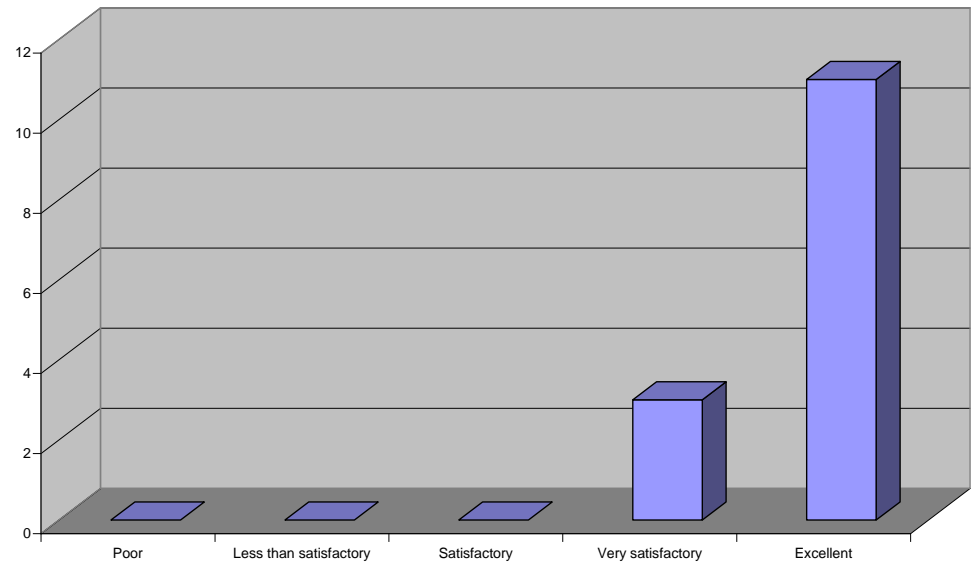
- 200 Workshops in 5 regions
- 12-20 continuous participants
- Using commercial premises for both visits and workshops
- Peer learning and training by specialists

Added Value Programme - Scotland

“More confident in marketing the ice-cream we are about to produce. Looking forward to the challenge instead being in fear of what’s ahead.”

“Congratulations to all those involved from the conception through to the delivery of this fantastic programme. I can't believe this is the first of its kind.”

Overall Evaluation of the Added Value Development Programme



- Estimated benefit of €56 625 per company in year of delivery

Cywain Agriculture

Local food & drink development support adding value to Welsh produce through:

- Six dedicated development managers
- one to one mentoring
- access to market intelligence



Total project cost £ 2 236 718

EAFRD contribution £ 1 476 234

National/regional co-financing £ 760 484

Own funds (client contributions 2013-2015) £
40 000

Short Supply Chains in the Heart of Slovenia

Jarina encouraged the development of:

- entrepreneurial thinking in the countryside
- helped potential entrepreneurs in the development of their business idea and in preparation for operation.
- One project led to the establishment of supply to a formally established consortium of 15 schools and kindergartens, and a learning programme established with them



The overall objective is to ensure better nutrition through an environment favouring:

- local, organic and sustainable development
- Instant Internet platform of short circuits between buyers
- public and producers

This is achieved by exploiting digital networks to "disintermediate" the economic chain in order to give added value to producers

The simple toolkit allows a definition of requirement focussing on provenance and quality, and in improving supplier provider links

