



REPUBLIC OF ESTONIA
MINISTRY OF RURAL AFFAIRS

Developing competitive supply chains

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Programme „Estonian Food 2015- 2020“

BACKGROUND

PROGRAMME „Estonian Food 2006-2008“ was developed and co-ordinated by the Ministry of Agriculture

Over 400 projects

- participation in trade fairs
- projects for children
- trainings for young chefs
- publication of cookbooks
- competitions of school canteens
- TV-shows
- promotion events at the Embassies
- Mapping of regional food
- Workshops



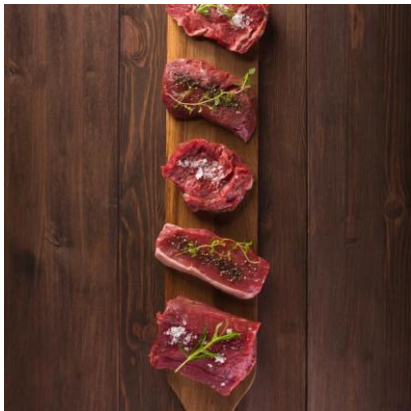
DEVELOPING THE NEW PROGRAMME

- New „Estonian Food“ working group was founded
- Several roundtables were held in 2014
- Working group consisted of 18 food sector organisations (representatives of farmers, food processing industry, chefs, schools and public sector organisations responsible for food)
- The strategic document „Estonian Food 2015-2020“ was signed by the minister of agriculture in December 2014



THE AIM OF THE PROGRAMME „ESTONIAN FOOD 2015-2020“

- To create and develop the image of Estonian Food both in Estonia and abroad
- To enhance the co-operation of food sector players
- To develop new export opportunities for Estonian food sector enterprises



MAIN FOCUS AREAS OF THE PROGRAMME

- Projects targeted at Estonian market
- Projects targeted at foreign markets
- Projects targeted at pre-school and school children



Estonian Food Square

4-6 July, 2014



AIM OF THE PROJECT

- To connect the brand „Estonian Food“ with the long and reputable history of Song Festival -> Estonian Food is like a Song Festival – something to be proud of
- To present Estonian Food on the biggest and important cultural event in Estonia
- To promote Estonian Food and local food producers (both traditional and modern) to local audience as well as to tourists, to prove that Estonian Food is something beautiful, really tasty and worth to try
- To promote Estonian Food for foreign press (over 100 journalists) and with their help to the rest of the world

THE RESULTS

- Around 250 000 people were visiting Song Festival during 3 days – potential 250 000 contacts
- Good media coverage both before, during and after the event (all main TV-channels, national and commercial radio stations, main newspapers, social media)
- Positive feedback from visitors of the square and from participants
- Food sector organisations willingness to co-operate and organise similar projects in the future



ESTONIAN FOOD MONTH

September 2015

- In 2014 several food sector organisations agreed on that we need to set the focus on Estonian Food in larger scale at least once a year
- September was picked to be the time of Estonian Food month since this is the time when crops are ripening in Estonian fields, gardens and forests and it is the richest time for Estonian cuisine
- In september many food festivals, fairs and workshops are already taking place in different corners of Estonia

Measures for knowledge transfer and advisory services

	Knowledge transfer and information actions	Advisory services, farm management and farm relief services
Act 1305/2013 article	14	15
Measure number in RDP	Measure 1	Measure 2
Goal	Enhancement of knowledge transfer	Ensuring the quality of the advisory services
Applicant	University, college, industrial school	University, industrial school, advisory service providers
Final beneficiaries	Agricultural sector, food industry, forestry	Agricultural holdings, advisory service providers
Eligible actions	Training, communication actions, study visits, workshops	Providing individual advisory service, training advisory service

Measures for cooperation (1)

	Quality schemes for agricultural products and foodstuffs	Setting –up of producer groups and organisations in the agriculture and forestry sectors
Act 1305/2013 article	16	27
Measure number in RDP	Measure 3	Measure 9.1
Goal	Improving the quality of agricultural products	Promoting holdings joint economic activity
Beneficiary	Agricultural holdings, their cooperation's and non profit organisations who take part from quality schemes	Agricultural or forestry holdings, their cooperation's who take part agricultural or forestry producer groups
Maximum support for beneficiary	Up to 70% of promotional activities expenses are eligible	470 000 euro
Eligible actions	Quality scheme is supported	Producer groups are

Measures for cooperation (2)

	The creation of innovation clusters
Act 1305/2013 article	35 (1)a
Measure number in RDP	16.1 and 16.3
Goal	Promote the cooperation and innovation
Beneficiary	Agricultural holdings or producers (at least 10). Cluster must do cooperation with scientific institution.
Maximum support for beneficiary	Up to 800 000 euro for cluster
Eligible actions	Cluster must have action plan for 4 years (actions for action plan implementation and innovation). <ul style="list-style-type: none">• Pilot projects, development of new technologies, processes, products, actions

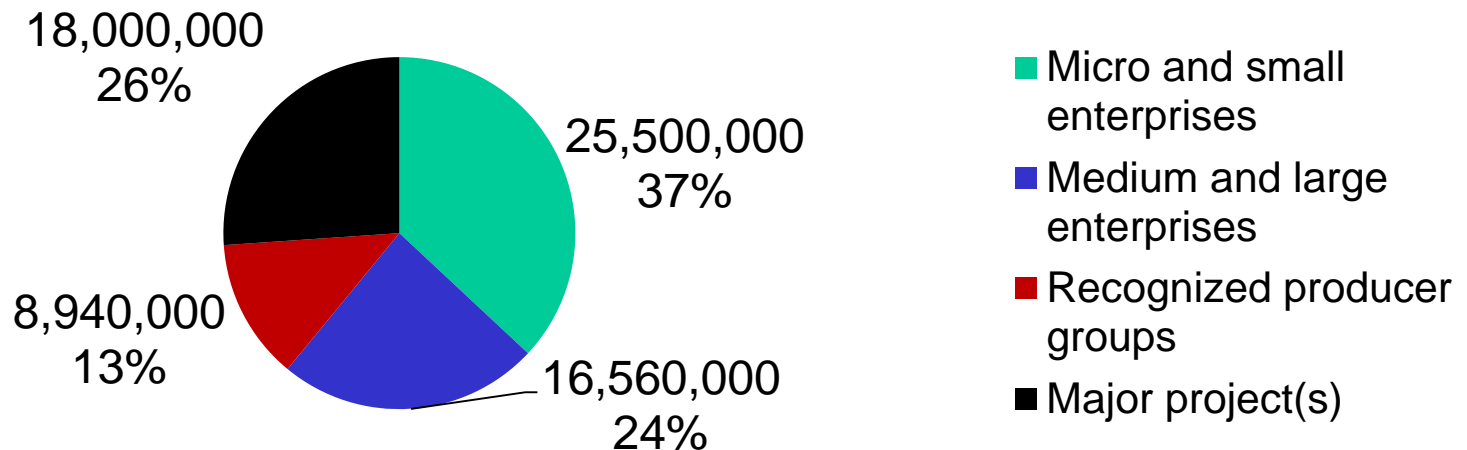
Measures for cooperation (3)

	The development of new products, practises, processes and technologies	Establishment and development of short supply chains
Act 1305/2013 article	35 (1)b	35(2)d
Measure number in RDP	16.2	Measure 16.4
Goal	Improving innovation in involved sectors	To bring producer and consumer closer to each other
Beneficiary	Agricultural holdings, food industry, forestry	Agricultural holdings with at least 2 years of activities and revenue more than 4000 euro
Maximum support for beneficiary	Up to 90% of expenses. Up to 350 000 euro for project	Up to 200 000 euro for project.
Eligible actions	Development projects Pilot projects	Actions for marketing of agricultural products

Investments for processing and marketing of agricultural products (1)

Act 1305/2013 article	17(1)b
Measure number in RDP	4.2
Budget	69 million euros
Activities	<ul style="list-style-type: none">• Support for micro and small enterprises• Support for medium and large enterprises• Support for officially recognized producer groups• Major project(s)

Budget (€)



Investments for processing and marketing of agricultural products (2)

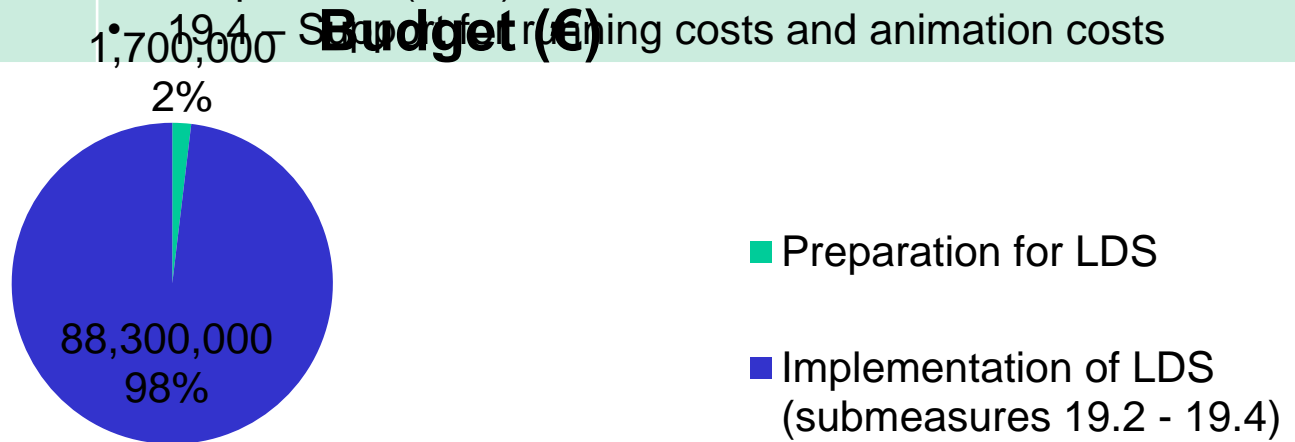
Beneficiaries	<ul style="list-style-type: none">• Food production enterprises• Enterprises of beverage manufacture• Agricultural holdings and their co-operations with agricultural revenue more than 14 000 euro<ul style="list-style-type: none">• holding must be active at least 2 years in agricultural sector• Applicant must be economically sustainable• Applicant must follow environmental aspects
Eligible actions	<ul style="list-style-type: none">• Purchase of equipment<ul style="list-style-type: none">• including used equipment (available only for microenterprises and if equipment is not older than three years)• Renovation and building of industrial buildings (not for medium and large size enterprises)

Investments for processing and marketing of agricultural products (3)

Maximum support amounts and rates	<ul style="list-style-type: none">• 25 - 45% of eligible expenses• Up to 500 000 euros for micro and small enterprise• Up to 2 million euros for medium and large enterprises (minimum 100 000 euros)• Up to 2 million euros for recognized producer group• Up to 18 million for major project
Obligations of the beneficiary	<ul style="list-style-type: none">• Investment must be done in two years• Investment object must be maintained and used as intended at least 3 years (large companies 5 years, major project 10 years)• Holding must be economically sustainable
Method of the payment	Support is paid by the basis of the cost
Submission of application and processing	<ul style="list-style-type: none">• On paper or an electronical

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Act 1305/2013 article	35 and 44
Measure number in RDP	19
Budget	90 million euros
Submeasures	<ul style="list-style-type: none">• 19.1 – Support for preparation of Local Development Strategy (<i>LDS</i>)• 19.2 – Support for implementation of community led local development• 19.3 – Preparation and implementing of local action groups cooperation (LAG)• 19.4 – Support for running costs and animation costs



Support for running and animation costs shall not exceed 20% of submeasures (19.2, 19.3 and 19.4 total budget)

LEADER projects





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Thank You for Your Atte



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