

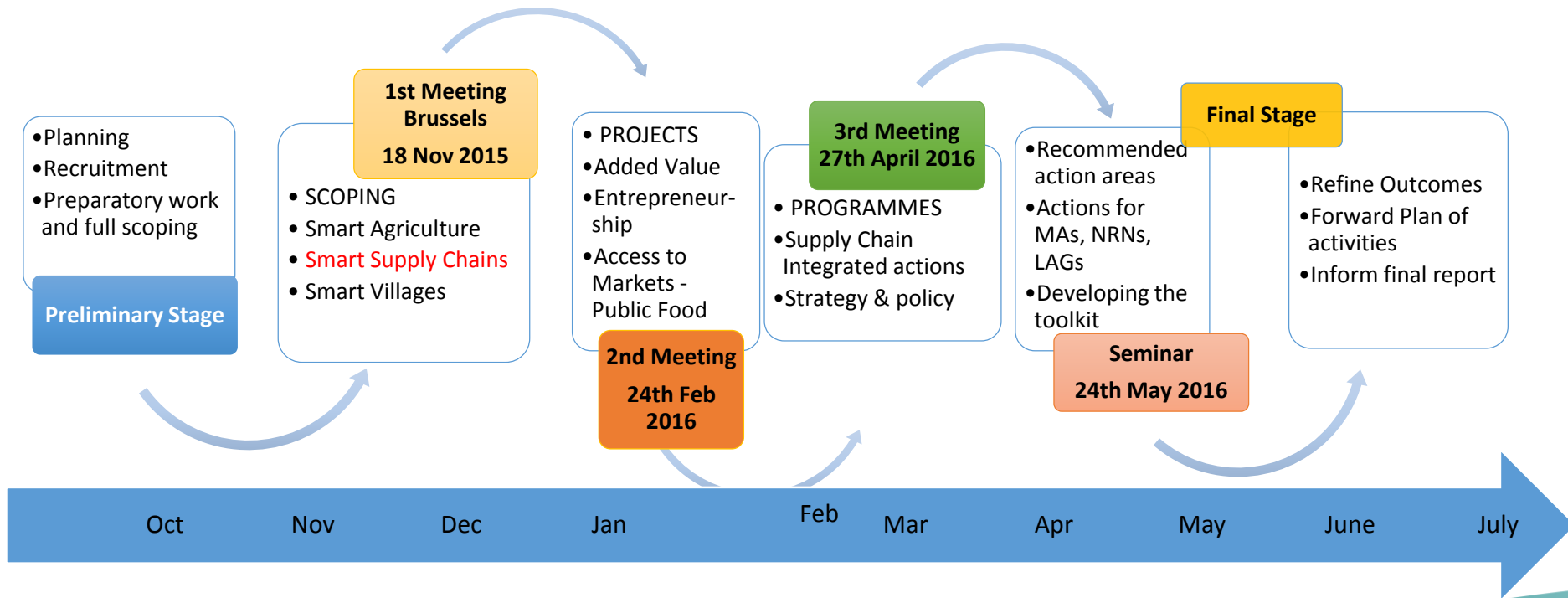
Smart and Competitive Rural Areas Thematic Group

3rd Meeting

David Lamb, ENRD Contact Point

Brussels – 27 April 2016

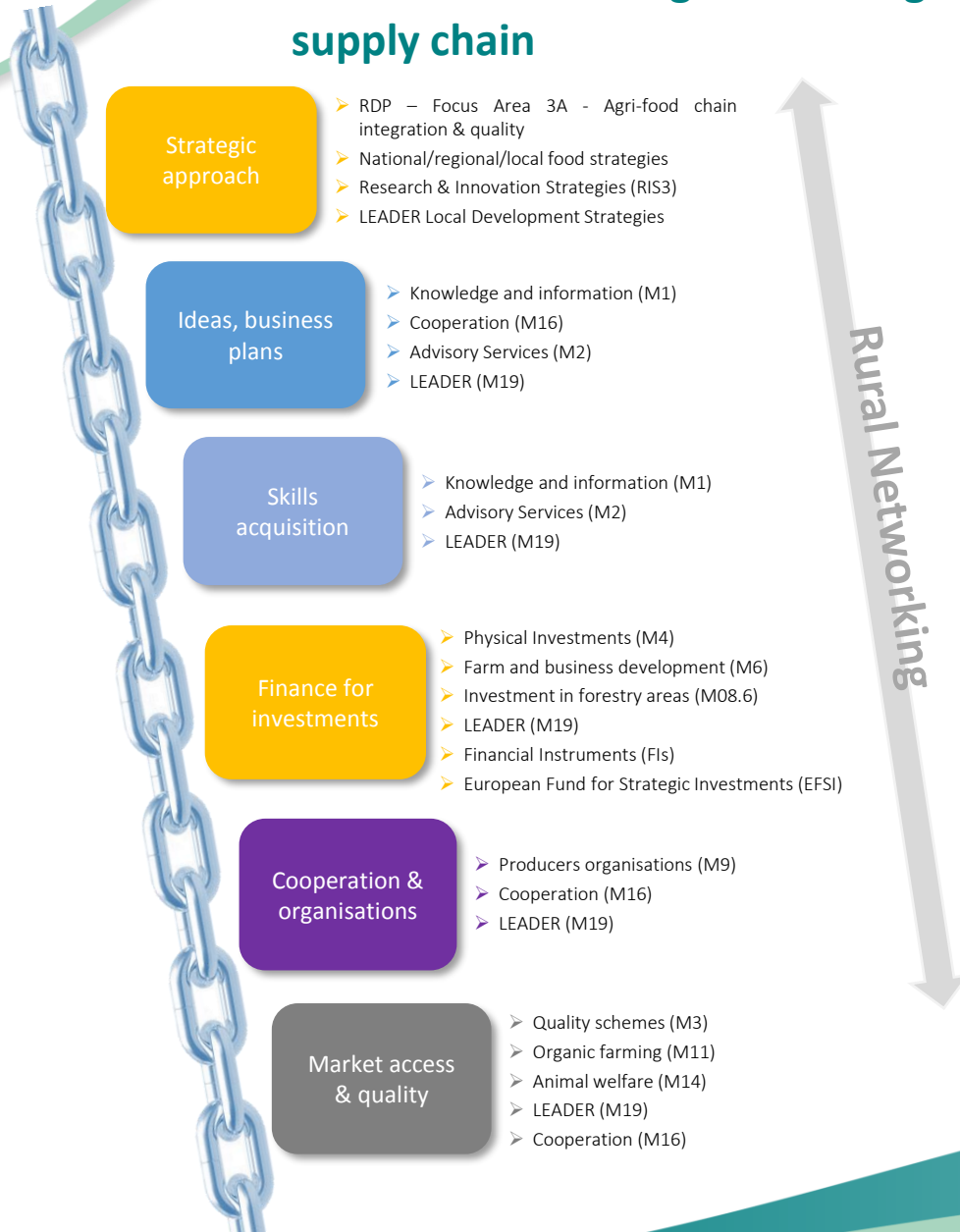
Workflow



Outline of the day

9.00 – 9.30	Introduction to the day – Presentation of the key discussion topics – David Lamb
9:30 – 10:45	<p>Presentations on Regional Approaches</p> <p>Regional RDP Analysis – Enrique Nieto, ENRD Contact Point</p> <p>Regional and national development – David Lamb, ENRD Contact Point</p> <p>Estonia - Jaanus Joasoo, Estonian Ministry of Rural Affairs</p> <p>RIS3 in Catalonia - Anna Garrós Viñas</p>
10:45 – 11:00	Coffee break
11:00 – 12:30	Interactive session 1: <i>Where are the gaps and opportunities to provide support throughout the supply chain at a regional or national level?</i>
12.30 – 13.30	Sandwich lunch
13:30 – 14:15	<p>Food Policies and Initiatives</p> <p>Developing an integrated strategy in Scotland – David Lamb</p> <p>Developing urban-rural links – Jan-Willem van der Schans</p>
14.15 – 15.00	Session 2: Interactive Session: <i>What actions should we take to develop and improve RDP support?</i>
15.00 – 15.30	Conclusions & next steps: Prioritisation of actions and timescales

RDP tools for adding value along the agri-food supply chain



Strategy & Policy Development

“Where resources are highly focused and integrated (e.g. through supply chain focus or linking training with grant support) Pillar II can be more effective”

- The Role of the EU’s Common Agriculture Policy in creating rural jobs

Strategy & Policy Development

“Where resources are highly focused and integrated (e.g. through supply chain focus or linking training with grant support) Pillar II can be more effective”

- The Role of the EU’s Common Agriculture Policy in creating rural jobs – Draft Report

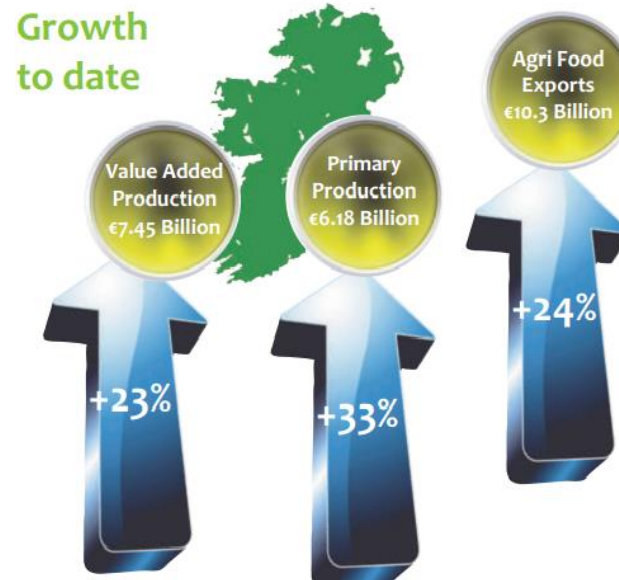
Food Strategies - Ireland

- Bord Bia development
- Food Harvest 2020
- Consultation on 2025 Food Strategy
- Incorporates RDP and other programmes in planning



Food Strategies - Ireland

- Changes in advisory systems – move to smart systems and technology adoption groups (814 currently)
- Skills and smart systems
- Green and growth

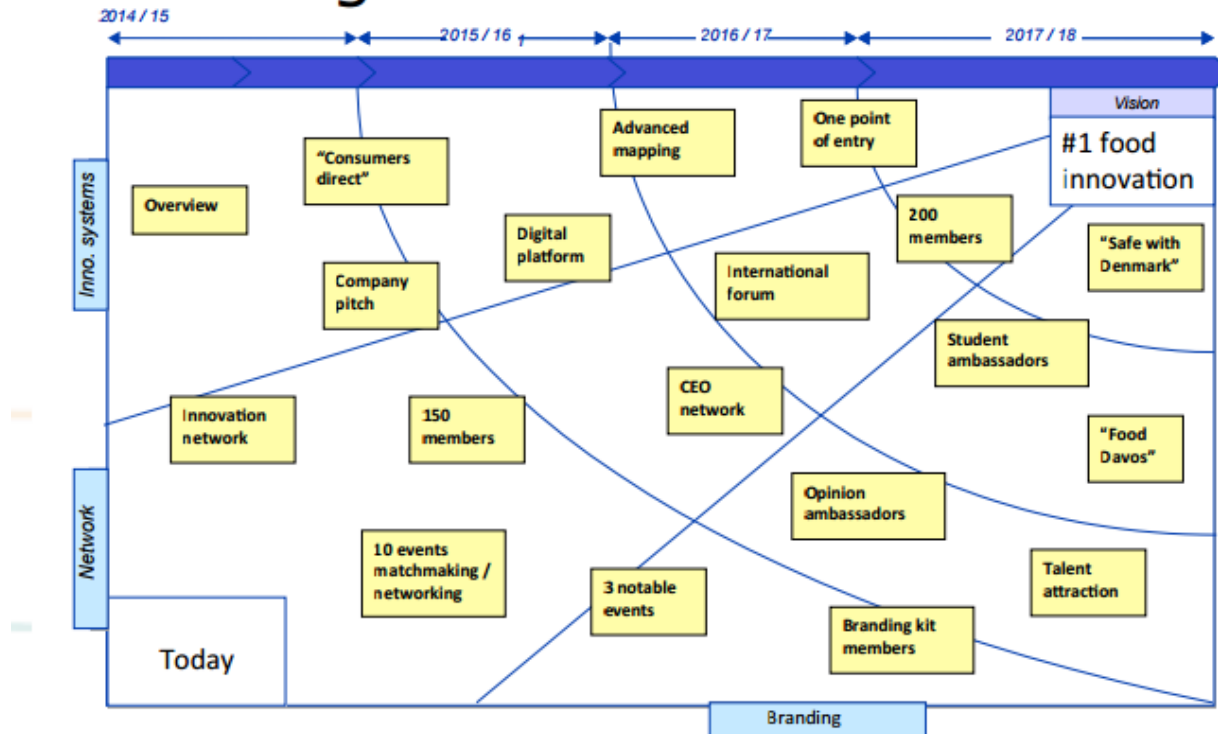


Food Strategies - Denmark

- Danish Food Cluster is a new cluster organisation, initiated by the food industry in Denmark in 2014.
- With 120 members (June 2014) the clusters covers approximately 75 % of the total turnover in the industry as well as 5 universities and mayor organisations in the sector.
- The vision of Danish Food Cluster is to build a world-leading cluster within food innovation, a hub for talent, investors, companies and science !
- The mission is to facilitate innovation through branding and cooperation in the whole food value chain, supporting the visibility and growth of members

Food Strategies - Denmark

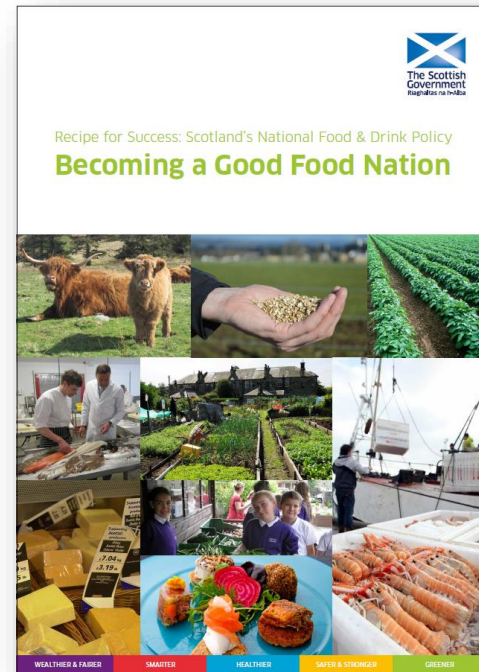
Going forward 2014-2018



Food Strategies - Scotland

A proposed 2025 vision for what Scotland as a country should be aiming to achieve:



- A Food Commission and local champions to drive change.
- Proposed priority areas such as food in the public sector, children's food and local food.
- A commitment to a variety of approaches, including strong community engagement and celebration of Scotland's food and drink.



Food Strategies - Scotland

Support throughout the supply chain:

- Advisory Systems, including specific support for Local and Regional Food (using national funding)
- LEADER as a support for SMEs
- A coordinated Food, Processing, Marketing & Cooperation Grant using M16
- An umbrella organisation bringing together stakeholders on skills, primary production, added value and specific development areas.

Case Study - Scottish Government Programming for Smart and Competitive Supply Chains

Introduction

The Scottish Government uses a number of measures both within and outwith the Scottish Rural Development Programme (SRDP) as supported by EAFRD funding to develop smart and competitive supply chains. The SRDP allocates €1.2 million euros to improve the integration of primary producers into the agri-food chains (Focus Area 3A).

The strategic orientation of the SRDP aims to support investment in physical assets (dedicating 78% of the allocated funding) in combination with support to projects to improve animal welfare (SRDP Measure 14) and to support cooperation among the supply chain stakeholders (SRDP Measure 16). The integration of agri-food actors into quality schemes for agricultural products and food is also supported by the programme. At the outset of the programming period, the SRDP would have supported 15.5% of the Scottish agricultural holdings for participating in quality schemes, local markets and short supply circuits, and producer groups/organisations.

Policy Framework

How is the supply chain supported at regional / national level?

The framework for the support of the food and drink supply chain is under the Scottish Government's Food & Drink Policy. There was a desire to support food and drink businesses which was combined a recognised need to grow the sustainability, reputation and the focus on health for Scottish food and drink products – public food and export markets being target sectors. The policy was consulted upon, and devised first of all with a focus on food and drink producers in 2009, under the title 'Recipe for Success'.

The policy was revised in 2014, under the heading 'becoming a Good Food Nation', which refocused the policy direction towards health and consumers. Health had been a key component in consultation responses, and despite Scotland enjoying a high reputation for the quality of produce available both domestically and overseas, Scotland has a poor dietary reputation, with high incidence of cancer and heart disease.

A proposed 2015 vision for what Scotland as a country should be aiming to achieve:


- Plans for a Food Commission and local champions to drive change.
- Proposed priority areas such as food in the public sector, children's food and local food.
- A commitment to a variety of approaches, including strong community engagement and celebration of Scotland's food and drink.

This provides the framework for the food and drink industry, under the umbrella grouping of Scotland Food & Drink to take forward actions.

Food & Drink Policy – Key aspirations

- It is the norm for Scots to take a keen interest in their food, knowing what constitutes good food, valuing it and seeking it out whenever they can.
- People who serve and sell food – from schools to hospitals, retailers, cafes and restaurants – are committed to serving and selling good food.
- Everyone in Scotland has ready access to the healthy, nutritious food they need.
- Dietary-related diseases are in decline, as is the environmental impact of our food consumption.
- Scottish producers ensure that what they produce is increasingly healthy and environmentally sound.
- Food companies are a thriving feature of the economy and places where people want to work.
- Other countries look to Scotland to learn how to become a 'Good Food Nation'.

<http://www.gov.scot/Topics/Business-Industry/Food-Industry/national-strategy>



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Interactive Session - *Where are the gaps and opportunities to provide support?*



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...

26th May 2016 - ENRD SEMINAR “Forging the Links”: *Connecting RDP Support to the supply chain*

9.00 – 9.10	Introduction to the day
9:10 – 10:30	Morning Plenary <i>Objective: Identify the critical action areas for development</i> Developing Smart Specialisation through Integrated Support, Developing Smart Food Supply Chains, Questions and comments from the audience
10:30 – 11:00	Coffee break
11:00 – 12:30	Morning Workshops <i>Objectives: Focus on sharing experiences from practitioners who have achieved results at key points in the supply chains</i> WS1 – Improving Opportunities in Public Food WS2 – Enabling Access to Markets WS3 – Developing Added Value throughout the Supply Chain
12:30 – 13:00	Feedback from workshops and discussions

26th May 2016 - ENRD SEMINAR “Forging the Links”: *Connecting RDP Support to the supply chain*

13:00 – 14:15	Lunch
14:15 – 15:30	Afternoon workshops <i>Objectives: focus on how support be delivered at local, regional and national level, and what support can be targeted.</i> WS4 – Developing support measures regionally and nationally WS5 – Using cooperation as the catalyst WS6 – Supporting local level delivery
15:30 – 16:45	Feedback and Panel Discussion; Conclusions