

**MARKETING IN THE
AGRICULTURAL,
LIVESTOCK,
FORESTRY
AND AGRI-FOOD
INDUSTRIES**



OPERATIONAL GROUPS AND INNOVATIVE PROJECTS



Unión Europea
Fondo Europeo Agrícola
de Desarrollo Rural
Europa invierte en las zonas rurales



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DE ESPAÑA
MINISTERIO
DE AGRICULTURA, PESCA
Y ALIMENTACIÓN



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OPERATIONAL GROUPS AND INNOVATIVE PROJECTS

**Marketing in the Agricultural, Livestock,
Forestry and Agri-food Industries.**

EsRuralEsVital

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Introduction

This publication is a compilation of Operational Groups and Innovative Projects on the theme of marketing in the agricultural, livestock, forestry and agri-food industries carried out in Spain and Europe. The National Rural Network (NRN) has been entrusted with creating this publication to carry out its purpose of **disseminating and raising awareness about innovative initiatives and fostering knowledge exchange and transfer** from the sphere of research to practical applications.

Innovation is a fundamental instrument in all areas, but especially in rural areas since this is a disperse environment with difficult access to knowledge, the results from research, training, market developments and new technologies.

The main instrument to promote innovation in rural areas is the European Innovation Partnership for agricultural productivity and sustainability (EIP-AGRI). The EIP-AGRI aims to **speed up innovation in the agri-food and forestry sector**, and therefore in rural areas, as well as to **disseminate successful examples of experience in the territory** through specific innovative projects. In addition, it seeks to match the range of science available to the demand from different sectors and help solve specific problems or make the most of opportunities in order to help increase competitiveness and improve living conditions in rural areas.

The Operational Groups (OGs) are groups of stakeholders from different sectors: agriculture, livestock, forestry, agri-food and forest-based industries, from public or private R&D&I training and consultancy centres, technology centres, non-profit institutions and more. These parties get together to solve a problem or make the most of an opportunity using an innovative, multisectoral and collaborative approach via an innovative project. Their work is subsidised by EAFRD through **national and regional rural development programmes** to set up the group and prepare its innovation project, as well as to implement it.

On the other hand, in the European context, there are other policies with synergies appearing within their commitment to innovation in rural areas. The Horizon 2020 research framework programme covers matters related to the agri-food and forestry sectors. Under this umbrella, there are thematic networks and research projects.

This dossier gives the results from the exchange of experiences between Operational Groups and Innovative Projects working on marketing in the agricultural, livestock, forestry and agri-food industries, organised by the NRN, and information units describing the Operational Groups and Innovation Projects, fostered by Measure 16 of the rural development programme in Spain, as well as Horizon 2020 projects, whether or not they participated in the conference, in order to help disseminate them and enable the various stakeholders to consult them.

Conference to exchange experiences between Operational Groups and Innovative Projects in the matter of Marketing in the agricultural, livestock, forestry and agri-food industries.

On 3 December 2020, the National Rural Network (NRN) organised an exchange of experiences between Operational Groups, Innovative Projects and others from Horizon 2020 working on the matter of innovation in marketing in the agricultural, livestock and forestry and agri-food industries. More than 60 people attended this virtual meeting to exchange experiences representing research centres, private firms, cooperatives, public administration, agricultural organisations and rural development organisations.

Objectives addressed:

The meeting was held with the following aims:

- To generate an **exchange of knowledge** and best practices among the various parties in the sector in the **area of marketing**, and to create synergies in the development of innovative solutions on the subject matter.
- **To share and highlight projects** that are utilizing innovative techniques for the promotion of products in the agri-food, agricultural, livestock and forestry sectors.
- To **contribute to the exchange of information and results** obtained from Measure 16 of the Regional Programmes for Rural Development and the National Rural Development Programme, as well as projects from other programmes of innovation and research (e.g., H2020 Programme).



Conference held in two stages:

- An analysis was made of the work being carried out by the NRN as regards disseminating the work by the Operational Groups and the Innovative Projects, including the H2020 Programme. Furthermore, the innovative measures in rural development programmes encouraged by EIP-Agri were also examined. Finally, initiatives promoting Spanish products were presented, propelled by the Ministry of Agriculture, Fisheries and Food, as well as the new institutional advertising campaign "El país más rico del mundo" (The richest country in the world), announced in diverse media.
 - In order to bring about an exchange of innovative solutions in the sphere of marketing, the attendees saw presentations by eight Operational Groups and Innovative Projects, given in three parallel sessions, after which the key points discussed in each room were shared.

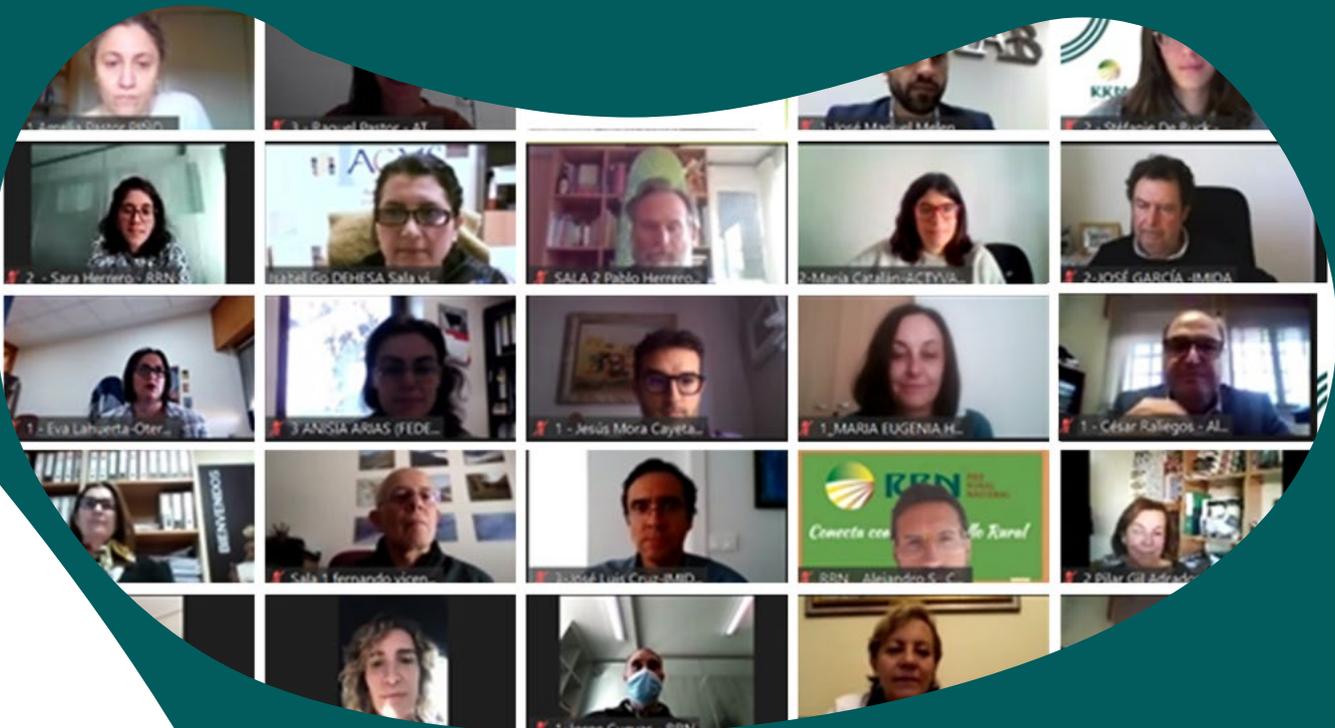
Key ideas:

- It was brought to light that **digitalisation and access to the internet** represent an opportunity advantage for the agricultural, livestock, forestry and agri-food sectors, with an eye to the promotion and sale of their products.
- It was also found that **online sales platforms, webpages and social networks** are all accessible tools that are easy to use, as well as being effective in their ability to communicate with a wide audience and to generate **new channels for commercialisation**, such as short distribution circuits and km0.



- The Ministry of Agriculture, Fisheries and Food and the European Union have implemented different initiatives to promote the use of new technologies and digitalisation and **to strengthen marketing and digital communication capacities**, all of which help to place value on food-related products of **unique quality** and to access a wider market.
- Currently, **sustainability as part of a brand's image is essential to earn the confidence of consumers** and to unlock **new channels of commercialisation**, such as niche markets and Km0, as well as rebuilding links between the rural and urban environments, and the farmer and the consumer.
- **Research** has an important role to play, for example, in evaluating the environmental impact of production processes, integrating different variables such as economic or socio-territorial ones, and in communicating this in a straightforward way to the consumer via **a communication and marketing strategy**.

For more information about the conference, click [here](#)



PINEA: Improvement and innovation in national pine nut production



RURAL DEVELOPMENT PROGRAMME

NRDP

YEAR CREATED

2018

PROJECT COORDINATOR

Federación de Asociaciones Forestales de Castilla y León (FAFCYLE)

PARTNERS

FAFCYLE | Fundación Cesefor | Confederación de Organizaciones de Selvicultores de España (COSE) | Ecología y Espacio S.L. | Sanidad Agrícola ECONEX S.L. | Piñon-Sol CyL S.Coop., S.L. La sociedad cooperativa PiñonSol CyL



www.pinoniberico.com



fafcyle@fafcyle.es

Description

The production of pine nuts of the *Pinus pinea* (stone pine) kind involves a resource that is a considerable source of economic development in rural areas in many autonomous regions of Spain.

The production and processing sector has shown concern about the alarming drops in the pinecone harvest, as well as in the yield of pine nuts. *Leptoglossus occidentalis* is the insect primarily responsible for this reduction, emerging only recently in Spain's coniferous woodlands. On the other hand, there are other pine nuts of lesser nutritional value and with different organoleptic properties on the market, which are often confused with the *Pinus pinea* pine nut, of much greater gastronomic value. The average consumer purchases pine nuts of other species thinking they are buying true stone pine nuts.

In this Operational Group, the aim is to design an innovative project that will achieve an increase in productivity of *Pinus pinea* pine nut and provide information so that the average consumer can differentiate and appreciate the quality of the Iberian pine nut.

- Raising awareness and educating the end consumer about the high nutritional and dietary value of this nut and providing the tools to help differentiate it from other pine nuts of much lower quality.
- Increased productivity of the stone pine by effectively combating the pest *Leptoglossus occidentalis*.

Expected results

- ▶ Creation of a recognisable brand for the Iberian pine nut to improve consumer recognition and differentiation in the market against other lesser quality varieties.
- ▶ Pest control and recovery of pine nut production.



"The Iberian pine nut is a treasure of the Mediterranean, with its magnificent organoleptic and nutritional qualities that set it apart from other foreign varieties".

Objectives

- Developing a strategy of marketing, promotion and differentiation of the Iberian pine nut.

CO2LABEL: Analysing added value provided by certification and eco-labelling

2

RURAL DEVELOPMENT PROGRAMME

NRDP

YEAR CREATED

2018

PROJECT COORDINATOR

Universidad de Alcalá de Henares (UAH)

PARTNERS

AUAH | Asociación para el desarrollo local de la Sierra Norte de Guadalajara (ADEL Sierra Norte) | Foro Asturias Sostenible para el conocimiento y desarrollo del medio rural (FAS) Complutum Tecnologías de la Información Geográfica (COMPLUTIG) | Asociación Agraria de Jóvenes Agricultores (ASAJA) | Universidad Pontificia Comillas (ICAI – ICADE)



<http://www.co2label.complutig.es/>

olgagonzalez@fafcycle.es

Description

The carbon footprint is an environmental indicator that makes it possible to evaluate the greenhouse gas emissions (GHGs) that a certain process, good, service or organization generates. In recent years, certain methods of measurement, certification and communication have been developed regarding this indicator which for various reasons have not been assimilated yet within the agricultural and food sector. Nevertheless, it is a tool that is enormously powerful in increasing the efficiency in the use of resources and energy by agriculture and livestock operations. Calculation of the carbon footprint contributes to economic efficiency, a reduction in emissions that impact climate change, and the creation of a more environmentally friendly primary sector. Furthermore, it can be a factor that lends uniqueness and added value to the operations and products that adopt it, thanks to the relevant eco-labelling, increasing competitiveness in the global market. This project seeks to raise awareness among producers and distributors about the need to improve their products' image and competitiveness by using eco-labelling, and by knowing consumers' preferences, and improving their response to the eco-labelling of the carbon footprint on these products.

Objectives

- Driving the reduction of greenhouse gas emissions in the agri-food sector by calculating the carbon footprint and increased competitiveness via use of eco-labelling.

- Analysing the value added by certification and eco-labelling for products and agri-food companies, by way of studies with real consumers.
- Getting to know consumers' purchasing preferences, as well as their perceptions and feedback with respect to carbon footprint eco-labelling.
- Improving the image and competitiveness of products by way of eco-labelling, communicating the project's results to potential beneficiaries.

Expected results

- ▶ Achievement of a level of awareness in the production sector about the necessity and usefulness of reducing the carbon footprint.
- ▶ Generating a greater understanding of consumers' purchasing preferences in real purchasing situations.
- ▶ Improving consumers' perception with respect to the products and work of producers to reduce the effects of climate change.
- ▶ Creating greater involvement from the entire supply chain in reducing the carbon footprint.

"There is still a lack of awareness among consumers about the carbon footprint from their consumption, which could prove to be a barrier to the use of this type of certification".

SUSTAINABLE TIMBER: Smart tool for selecting timber products for construction

3

RURAL DEVELOPMENT PROGRAMME

NRDP

YEAR CREATED

2019

PROJECT COORDINATOR

Asociación para la Sostenibilidad Forestal Española (PEFC ESPAÑA)

PARTNERS

PEFC ESPAÑA | Instituto Nacional de Investigación y Tecnología Agraria y Alimentaria (INIA) | Instituto de Ciencias de la Construcción Eduardo Torroja (IETCC) | Cupa Innovación S.L.U. | Búsqueda Justificada de Diferenciación S.L. (BJD SERVICES) | Balidea Consulting & Programming S.L. | Aenor Internacional S.A.U.



www.maderia.es/proyectos/go-madera



<https://www.maderia.es/buscador-inteligente>



pefc@pefc.es

Description

At present in Spain, production and demand for timber products remains low, despite its forested area taking up a greater percentage of land than the European average.

Although there is stock, it is not enough to meet national market demands, so purchasers turn to imports. On the other hand, the increased interest in more sustainable construction products is significant, stemming from the use of such certifications as LEED®, BREEAM® and VERDE®. Nevertheless, the fact is that national timber products do not always make their environmental information available, and the development of Environmental Product Declarations (EPDs) is lower in Spain compared with other European countries. This can mean that national timber products get displaced by imported wood products.

To deal with this situation and contribute to the development of the Spanish timber market, the project seeks to boost demand for the product via different activities. These include developing a taxonomic classification of timber products for construction, drawing up EPDs that allow for quantitative information to be provided about the environmental impacts of products along the entire supply chain, the creation of an informational and awareness-raising web portal on the use of timber to help mitigate climate change, and the development of sustainable forestry.

Objectives

- Positioning Spanish timber products for construction in the market, emphasizing their technical and environmental value and promoting the value chain from the forest to the end consumer.
- Providing reliable information and technical data about timber products to facilitate their use.
- Using environmental information to demonstrate the excellence of timber as a construction material in terms of its value associated with sustainability.
- Providing a tool to disseminate information about the technical and environmental features of timber products for construction.

Expected results

- ▶ Increasing the competitiveness and sustainability of the Spanish timber market in the construction sector.
- ▶ Promoting Spanish wood products among consumers and raising awareness of their differentiated value.
- ▶ Stimulating local demand for timber and its recognition as a sustainable construction material.

“Local certified wood originating from sustainably managed forestry is an environmentally friendly construction material with a stable supply.”

AGROALIMENTACIÓN 4.0: Big data to help communicate with the consumer of healthy foods

4

RURAL DEVELOPMENT PROGRAMME

RDP Aragón
YEAR CREATED
2018

PROJECT COORDINATOR

Asociación de Industrias Agroalimentarias de Aragón (AIAA)

PARTNERS

AIAA | Clúster Aragonés de Alimentación
Instituto Tecnológico de Aragón (ITAINNOVA)
Fundación Parque Científico Tecnológico
Aula Dei (PCTAD) | Centro de Investigación y
Tecnología Agroalimentaria (CITA)



Description

At present, responsible and healthy consumption has become an inescapable trend. This phenomenon has become more pronounced thanks to consumers' access to information online as they make dietary choices. With that in mind, this project prioritises providing information to the consumer about healthy foods from the cluster of food companies involved. The objective is to design a communication strategy to promote the healthy features of the products in the food industry within the Aragon cluster, based on the information provided by big data analysis, supported by semantic recognition technologies from Moriarty®. In particular, the solution to be used—Moriarty: Smart Social Media Analytics—allows for information associated with certain concepts captured on Twitter and social networks to be monitored and analysed. This tool enables information to be analysed via natural language processing technology, as well as to store it and later display it in an interface accessed via a web page.

Objectives

- Monitoring, capturing and analysing information on Twitter and other social networks, with respect to the image of the food industry and the duality of nutrition-health.



www.aragonalimentacion.com



gerencia@aragonalimentacion.com

- Carrying out the above tasks for information related to the type and level of consumers' understanding about the healthy qualities of foods.
- Designing a strategy to communicate the healthy qualities of products in the food industry based on the information derived from the big data analysis of information captured on Twitter.
- Evaluating the viability, within the parameters of cost effectiveness and impact on the brand's image, of the use of big data in the social networks in designing these communication strategies.

Expected results

- ▶ Improving consumers' eating habits by developing 4.0 strategies by which an analysis of the information provided by the consumer and scientific experts on the social networks will be carried out on certain foods or food products.
- ▶ Improving the nutritional quality of products available, understood as improving the composition of the food products by applying these strategies that allow the product to be adapted to the population's nutritional needs.

"To offer local, quality products that stand out for consumers by actively listening about nutrition on social media via big data tools, with a view to promoting healthy products produced by Aragón's SMEs."

LA VACA QUE PASTA: Grasslands of Cantabria and healthy food with environmental benefits

5

RURAL DEVELOPMENT PROGRAMME

RDP Cantabria

YEAR CREATED

2017

PROJECT COORDINATOR

Unión de Ganaderos y Agricultores Montañeses (UGAM-COAG)

PARTNERS

UGAM-COAG | El buen Pastor S.L.
Agro Cantabria (AGC) | Dairy Cant
Universidad de Cantabria (UC)
Centro de Investigación y
Formación Agrarias (CIFA) |
CIFP La Granja | IDEE



www.lavacaquepasta.com



info@ugamcoag.org

Description

Currently, demand is growing for foods that incorporate ethical, social and environmental values. These factors are becoming more and more important for consumers as they make choices about their food products.

La Vaca que Pasta project aims to raise visibility about the value added and sustainability of extensive livestock farming and the use of grasslands in Cantabria, by disseminating the results of the research on the healthy qualities and environmental suitability of foods produced by farmers in the territory. As is well known, natural grasslands sequester significant carbon and are fundamental in reducing the impact of the emissions that contribute to climate change, also known as greenhouse gas (GHG) emissions. Cattle that graze or eat fresh grass from their troughs produce milk and meat with healthier fats and with an increased content in polyunsaturated fatty acids such as omega 3 and 6.

Objectives

- Fostering the use of pasture for livestock feeding with a view to improving certain production aspects in Cantabria.

- Transferring to the public knowledge from research findings with respect to the healthy qualities and environmental suitability of foods produced by farmers in Cantabria, for both milk and beef.
- Opening new lines of commercialisation with productive livestock management that is at the same time sustainable. Above all, satisfying consumer concerns for health, the environment and animal welfare.

Results achieved

- ▶ Completion of an analysis of the differentiated nutritional quality of products originating in extensive livestock farming with feeding practices based on pasture and forage, demonstrating the benefits achieved.
- ▶ Completion of the environmental impact calculation based on different parameters (carbon footprint, eutrophication, water footprint) of extensive livestock farming located in the Cantabrian grasslands, demonstrating the lower environmental impact of certain parameters.
- ▶ Dissemination of the results to farmers and the greater public via various communication channels.



"In general, these types of operations represent a low risk of greenhouse gas emissions and a reduced environmental impact, attributable to the 1.05 LSU/ha versus the average of 3.23 in Cantabria".

ECONLINE: Development and online commercialisation of new agri-food lots

6

RURAL DEVELOPMENT PROGRAMME

RDP Castilla y León

YEAR CREATED

2016

PROJECT COORDINATOR

Comercializadora de Vacuno Selecto Avileño Negro Ibérico S.Coop. (ICAV)

PARTNERS

ICAV | Alta Moraña S.Coop. |
Asociación Española de Raza Avileña-Negra
Ibérica | Universidad de Salamanca Universidad
Pontificia de Salamanca



www.ladespensadelchef.es



info@ladespensadelchef.es

Description

With the goal of promoting local, high-quality products from the region, the cooperatives Comercializadora de Vacuno Avileño Negro Ibérico, S. Coop. and Alta Moraña have joined forces in working to commercialise their member producers' products via an online store.

The principal objective is to increase the competitiveness of member cooperatives from the Ávila province, developing a new model of management based on the incorporation of information and communications technology (ICT). Products originating in independent and heterogenous companies are integrated into one single distribution channel, the common denominator being the sustainable use of the natural resources in Castilla y León, developing more local trade. In this manner, the project commercialises lots of fresh beef with Protected Geographical Indication labels and milk products with a Tierra de Sabor label and an essential organic component, as the products are shipped in eco-friendly packaging. In this way, they contribute to the conservation of the natural environment, while at the same time guaranteeing the food safety of the products and quality of service.

Objectives

- Increasing the competitiveness of members' agri-food businesses by developing a new model of management based on introducing information and communications technology (ICT) in an e-commerce platform.

- Developing a channel for quality, differentiated products from Castilla y León geared towards local trade.

Expected results

- ▶ Launching an integrated online platform with high-quality local products.
- ▶ Integrating retail packages of quality food products with seals of guarantee such as the Protected Geographical Indication and Tierra de Sabor.
- ▶ Reduction of environmental impact by using eco-friendly packaging and optimisation of supply and delivery channels.



"Comercializadora de Vacuno Avileño Negro Ibérico, S. Coop. and Alta Moraña are two top cooperatives from Ávila province that have joined forces for an exciting project that will allow for the commercialisation of member products, leveraging their strengths".

MICROPACK: Eco-designed packaging for commercialisation of live microgreens

7

RURAL DEVELOPMENT PROGRAMME

RDP Cataluña

YEAR CREATED

2018

PROJECT COORDINATOR

Arlalora S.L. (ECOETICA)

PARTNERS

ECOETICA

Bridepalla S.L.U.

Cartonajes Font S.A.

Can Garús S.L.U.



<http://ecoetica.es/micropack/>



cangarus@cangarus.com

- ▶ Increasing profits by 19% thanks to new products.

Description

The MICROPACK project aims to develop a packaging solution to launch a new business line selling live microgreens for the hotel, restaurant and catering industry, specialized retailers and supermarkets, as well as online.

It involves creating an eco-designed package to ship four tubs, optimising the material used as well as logistics.

The packaging will be made minimising the use of plastics or avoiding them, aiming for recyclability and compostability and optimising the presentation so that it is attractive for the client.



Objectives

- Improving the packaging used to ship containers of live microgreens, attempting to protect the product if overturned and reducing the risk of crushing of the box.
- Proposing a sustainable solution to reduce the quantity of material needed to package these products.

Expected results

- ▶ Avoid 4,6 Tm of cardboard waste per year.
- ▶ Save 3,6 Tm of plastic per year.

"MicroPack helps reduce the waste and environmental impact associated with the packaging of agri-food products".

MADRID KM REGIÓN: Strengthening of short distribution channels and strategies for promotion/appreciation of products 8

RURAL DEVELOPMENT PROGRAMME

RDP Comunidad de Madrid

YEAR CREATED

2018

PROJECT COORDINATOR

Instituto Madrileño de Investigación y Desarrollo Rural, Agrario y Alimentario (IMIDRA)

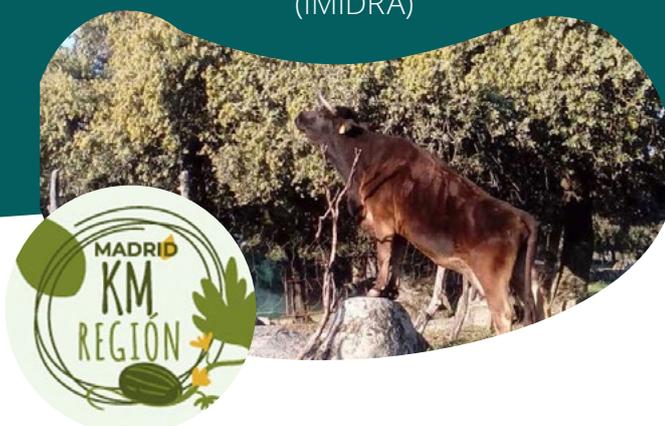
PARTNERS

IMIDRA

Asociación Unida de Productores Agroecológicos (AUPA)

Organización de Consumidores y Usuarios (OCU)
Asociación por la Alimentación Local Sostenible y Saludable (ALYSS)

Asociación Intermunicipal Red de Territorios Reserva Agroecológicos (RED TERRAE)



Description

The Operational Group was created with the goal of designing, implementing and evaluating new sales strategies for food products and short commercialisation channels, as an opportunity for entrepreneurship, especially for young people. After a preliminary analysis, it was discovered that in the Community of Madrid, there is a growing interest in this alternative form of local consumption and a willingness among citizens to consume local products. By way of a marketing and communications strategy that includes different activities such as a network of farms that can be visited, farmer's markets and an interactive digital platform, the project has raised the visibility of agriculture in Madrid and added value to it, as well as connecting consumers with producers. Additionally, GO is working on the development of an eco-label to showcase the advantages of KM0 consumption. The logo, in the shape of a flower, uses petals to represent different sustainability parameters, such as water use, carbon footprint, the social and labour dimension, wrapping and packaging, biodiversity, soil and local trade.

Objectives

- Designing, implementing and evaluating pilot strategies to (re-)build the relationship between agri-food producers and consumers in the Madrid Autonomous Community via short commercialisation channels.



<https://madridkmregion.es/etiquetas>



joseluis.cruz@madrid.org

- Strengthening initiatives from short commercialisation channels.

Results achieved

- ▶ Helping to raise awareness of the range of local food products in the Madrid Autonomous Community.
- ▶ Assessing the viability of a labelling system that places value on the advantages of short commercialisation channels: energy and carbon, water, the social and labour aspect, wrapping and packaging, local trade, biodiversity and soil.
- ▶ Evaluating the potential of match-funding for entrepreneurship in the agri-food sector, (re-)building relationships between producers and consumers.
- ▶ Dissemination of results in forums for consumers, producers, researchers, policy makers and stakeholders in the agri-food sector with an interest in short distribution channels.



"The project gets to the very heart of Priority 5 in the Rural Development Programme about promoting resource efficiency and supporting the shift towards a low carbon, climate-resilient economy in the agriculture, food and forestry sectors".

GO-DEHESA: Governance of dehesas for sustainable human and economic development

9

RURAL DEVELOPMENT PROGRAMME

RDP Extremadura

YEAR CREATED

2018

PROJECT COORDINATOR

Asociación para el Desarrollo Integral de la Comarca Tajo-Salor-Almonte (TAGUS)

PARTNERS

TAGUS | Ntra. Señora del Prado S.C.L. | ACTYVA S.Coop. | Cooperativas Agroalimentarias de Extremadura | Fundación Cooprado | Fundación Global Nature | Cynara Cardúnculus A.I.E. | Fundación Fernando Valhondo Calaff



GoDEHESA

Description

The current project deals with introducing a model for sustainable management in *dehesas*, free-range agro-forestry areas with high natural value which occupy five million hectares in the Iberian Peninsula. As such, it intends to put a planning and decision-making system into place to improve the management of the territory, based on the three pillars of sustainability. On the environmental side, it is hoped that there will be restoration through an increase in carbon sequestration in the soil and the conservation of biodiversity and priority habitats. From an economic perspective, the goal is an increase in productivity and value added of their products via the creation of the quality seal: GO-DEHESA, with features related to the generation of environmental services, and analysing its compatibility with other certifications, such as organic certifications, native breeds, designations of origin and protected geographical indications. Finally, on the social side, it seeks to improve the processes of governance on which the economic management of these *dehesas* is based.

Objectives

- Designing models of governance and public-private management to be implemented on joint pilot lands, based on principles of environmental restoration with maximum profitability, where minimum conditions are established to be included in documents to lease or transfer pasture lands.
- Generating a new GO-DEHESA quality standard based



<http://www.godehesa.org/>



info@tagus.net



godehesa@tagus.net

on ecosystem restoration, which includes increased profitability and employment possibilities on these *dehesas*, conditions that are considered *sine qua non* to ensure the system's survival for generations to come.

- Undertaking a market analysis and strategic plan for quality products under the GO-DEHESA seal.

Expected results

- ▶ Regenerating *dehesas*: regeneration of tree cover, an increase in organic matter and water filtration, and minimisation of erosion.
- ▶ Increasing profitability by reducing inputs, increasing productivity and creating differentiated value.
- ▶ Opening up new markets for environmental services, that are carbon-related, sustainable and eco-bio-organic, thanks to new quality standards based on auditable environmental results.
- ▶ Improving the governance of communal *dehesas* by implementing holistic management in eight pilot areas.



"The current project will tackle the introduction of a sustainable management model on public and private lands for common use, improving economic, social and environmental viability, and enabling products to be differentiated in the market, thanks to the development of a GO-DEHESA quality seal".

VINECOCIR: Circular economy in wine growing and oenology in Murcia: a territorial and environmental marketing approach

10

RURAL DEVELOPMENT PROGRAMME

RDP Región de Murcia

YEAR CREATED

2018

PROJECT COORDINATOR

Instituto Murciano de Investigación y Desarrollo Agrario y Alimentario (IMIDA)

PARTNERS

IMIDA

Esencia Wines Cellars S.L.

Bodegas Castaño S.L.

Vinícola Nuestra Señora del Rosario Coop.V.



Description

This project arose as a response to the concerns of vintners who wanted to differentiate the quality of wines in the region of Murcia. In order to improve competitiveness, the wines are produced in a sustainable manner. Among its activities, the project helps winemaking companies to implement sustainable production guidelines, using an economic, social and environmental perspective to jointly generate additional activities connected to winemaking. These include collecting the trimmings from pruning to fertilise the vines, thus generating the virtuous circle of circular economy. By the same token, the project seeks to spread the results of their environmental impact assessments to consumers in a simple, clear manner that demonstrates the advantages of sustainable production of native grape varieties, well adapted to the climatic conditions in the region. In other words, it seeks to highlight the advantages of sustainable production processes for the consumer and the environment by way of an environmental marketing strategy linked to the territory.

Objectives

- Establishing guidelines for sustainable production with a three-fold economic, social and environmental perspective provided by vineyards and their wineries.



<http://www.vinodemurcia.es/>



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- Possible generation of alternative activities related to vineyards and wine, shifting towards the attainment of a circular, green economy.

Results achieved

- ▶ Improved productivity both economically and environmentally.
- ▶ Reduced production costs by improving in the efficient use of resources such as energy, fertilisers and water, throughout the entire production chain in the wine sector.
- ▶ Generating environmental benefits, particularly in terms of the reduction of impacts and use of resources.
- ▶ Considering waste and by-products that can provide additional economic benefits such as circular economy practices in terms of employment and wealth.
- ▶ Effectively communicating to consumers the advantages of sustainable products linked to the rural environment.



"Transmitting the distinction of products linked to sustainable development in the rural environment to Spanish and international consumers".

DIVERSIFOOD: Evaluating and enriching the diversity of cultivated plants in Europe

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H2020 RESEARCH AND INNOVATION PROGRAMME

YEAR CREATED
2015

PROJECT COORDINATOR

Institut national de recherche pour l'agriculture, l'alimentation et l'environnement (INRAE)



PARTNERS

ES: Red Andaluza de Semillas, Instituto de Tecnología Química y Biológica, Agencia Estatal Consejo Superior de Investigaciones Científicas (CSIC). | **CY:** Agricultural Research Institute | **FR:** INRAE, Réseau Semences Paysannes, INRA Transfert, Institut technique de l'Agriculture Biologique. **IT:** Rete Semi Rurali | **PT:** Instituto de Tecnologia Química e Biológica, Universidade Nova de Lisboa, Instituto Politecnico de Coimbra. **PB:** Louis Bolk Instituut | **UK:** Organic Research Centre



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Description

With the intensification of agriculture in recent decades, we have seen a reduction in the genetic diversity of the foods we eat. Currently, 75% of food worldwide is obtained from just 12 plants and 5 animals.

The Diversifood project aims to enrich and raise awareness about the diversity of native plants grown in Europe and to promote sustainable agro-ecological production. Ultimately, the project seeks to promote sustainable nutrition to achieve high-quality local food systems with a cultural identity.

Taking a multi-actor approach, the DIVERSIFOOD project targets the entire value chain: from genetic resources to commercialisation and promotion of products. In marketing terms, the Spanish initiative takes on the production and appreciation of local varieties of purple carrots in Andalusia, examining the production and commercial context of two local varieties of purple carrots. The goal is to open new channels of commercialisation and communication to raise awareness about lesser-known varieties with great nutritional value that are appreciated in gourmet cooking and aesthetic uses.

Objectives

- Carrying out an analysis of the potential market for local and diverse foods in the European Union.
- Raising awareness about the diversity of edible plants in Europe and creating a strategy for their appreciation.
- Re-establishing the genetic diversity of edible plants by intra- and inter-varietal crossing.

Expected results

- ▶ Helping develop more holistic approaches and methods in developing agri-food systems and their transition towards more diverse agro-ecological systems.
- ▶ Developing participatory plant breeding methods to improve intra- and inter-varietal crossing, thanks to the application of statistical methods and the design of trials adapted to experimentation on the farm.
- ▶ Creation of policy recommendations to support the sharing of a new food culture based on diverse, tasty and healthy products.

"Agricultural plant biodiversity is the foundation for the creation of more sustainable and resilient food systems".

GREEN PACK: 100% recyclable PET packaging

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H2020 RESEARCH AND INNOVATION PROGRAMME

YEAR CREATED
2013

PROJECT COORDINATOR

Asociación Valenciana de Empresarios Plásticos (AVEP)

PARTNERS

ES: AVEP | **UK:** British Plastic Federation (BFP), Private recycler LCLR

HU: Association of Environmental Enterprises **IT:** PONT PLASTIC, Universidad de Roma – Tor Vergata, LABOR Srl.

A private contract research organisation, MED Marine private company

NO: Technologist institute private RTD organization



www.greenpack-project.eu

Description

While PET (polyethylene terephthalate) packaging solutions currently on the market clearly satisfy health and conservation requirements with respect to each individual application, there are still no solid results in terms of basic recycling requirements. The principal inconveniences in producing PET packaging are mainly due to the presence of different plastic materials. In other words, they are manufactured by layering different types of plastic, PET included, thus impeding the effective recycling of these containers at the end of their useful life. This limitation hinders economic and social development in the EU due to the loss of raw materials, the carbon footprint and landfill management. As a response to this challenge, the GREENPACK project focused on creating a fully recyclable PET container. To do so, they replaced multi-layered passive barriers (EVOH or ethylene vinyl alcohol) with single layers by using an additive made of oxygen-sequestering polyester.

Objectives

- The main scientific and technological objective is to produce prototypes of fully recyclable PET trays for food conservation via the use of recycled PET (RPET).

- Studying, designing and disseminating a recycling model inspired by the one used in 100% PET soft drink bottles, which are recycled in the post-consumption phase, adapting its characteristics to the specifics of food packaging.

Results achieved

- ▶ Producing prototypes of fully recyclable PET trays for food conservation by using a single material layer in virgin PET (suitable for contact with food) and recycled PET for the rest of the tray.
- ▶ Designing and dissemination of a model of recycling in the post-consumption phase, adapted to the specific characteristics of food packaging manufactured with PET and RPET.



"The objective of the Greenpack project is to radically change the packaging market to reach a point of 100% recycling of PET packaging."

The NRN is the hub connecting all of the people and entities related to the rural environment with the aim of raising awareness of Rural Development Programmes and providing access to them. At the same time, its purpose is to make the population aware of the importance of the rural environment for our present and our future.

The unit responsible for the NRN is the Subdirectorate General for Rural Revitalization within the Directorate General of Rural Development, Innovation and Agrifood Training of the Ministry of Agriculture, Fisheries and Food.

EsRuralEsVital



MARKETING IN THE AGRICULTURAL, LIVESTOCK, FORESTRY AND AGRI-FOOD INDUSTRIES



Unión Europea

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RRN RED
RURAL
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