

eip-agri
AGRICULTURE & INNOVATION

Innovation – shaping the future

**Strengthening links between
research and practice
in the agri-food sector**

Thursday 12 October



#EIPAgri
#AISLisbon2017
@EIPAGRI_SP

Innovation- shaping the future

Strengthening links between research and practice in the agri-food sector



- 14:00 Opening words
Sergiu Didicescu, EIP-AGRI Service Point
- 14:05 – 14:10** **Winter harvest – Seasonal, energy-extensive and innovative vegetable production**
Alexandra Depisch, Winter Harvest Operational Group, Austria
- 14:10 – 14:15 Knowledge networks: How to optimize and value existing knowledge and know-how across Europe?
Eric Serrano, WINETWORK
- 14:15 – 14:20 EIP-AGRI – Bridging research and practice
Fabio Cossu, DG AGRI, European Commission
- 14:20 – 14:25 Introduction to the interactive session
Sergiu Didicescu, EIP-AGRI Service Point
- 14:25 – 15:00 Interactive session
Question 1: Looking at the present policy tools, what works well and what doesn't?
Question 2: What needs to be kept/improved at policy level? Please make concrete proposals to address the selected issues.
- 15:00 – 15:30 Harvesting
- 15:30 End of the session

WINTER HARVEST

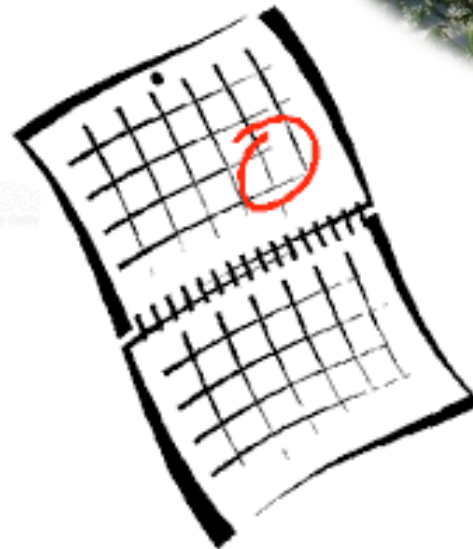
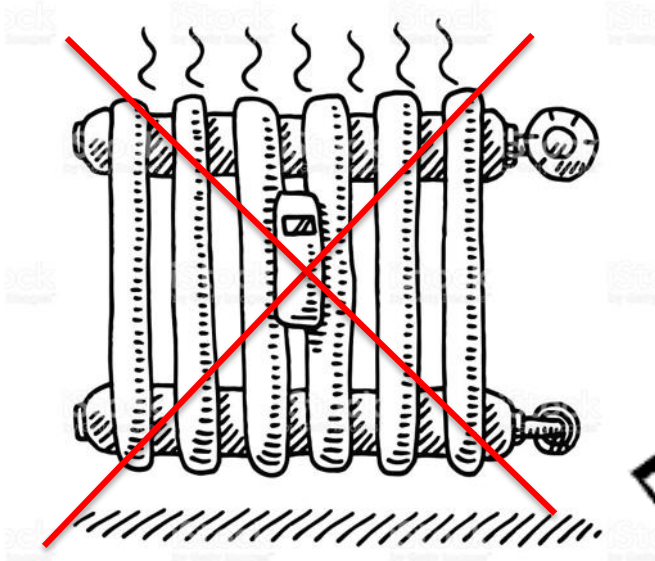
SEASONAL, ENERGY-EXTENSIVE AND INNOVATIVE VEGETABLE PRODUCTION

Alexandra Depisch

Agri Innovation Summit 2017, Portugal



WHAT IS „WINTER HARVEST“?



AIMS OF THE PROJECT



- Increase the availability and variety of winter vegetables for consumers.
- Find new ways of growing winter vegetables.

Technological part:

- Improve cultivation systems
- Testing existing varieties
- Increase the profitability and lower risk of production for the producers
- Economic and ecological analysis

Marketing:

- Develop methods to improve the communication between producers and consumers
- Develop a “winter vegetable language”
- Optimize the packaging

THE PROJECT GROUP



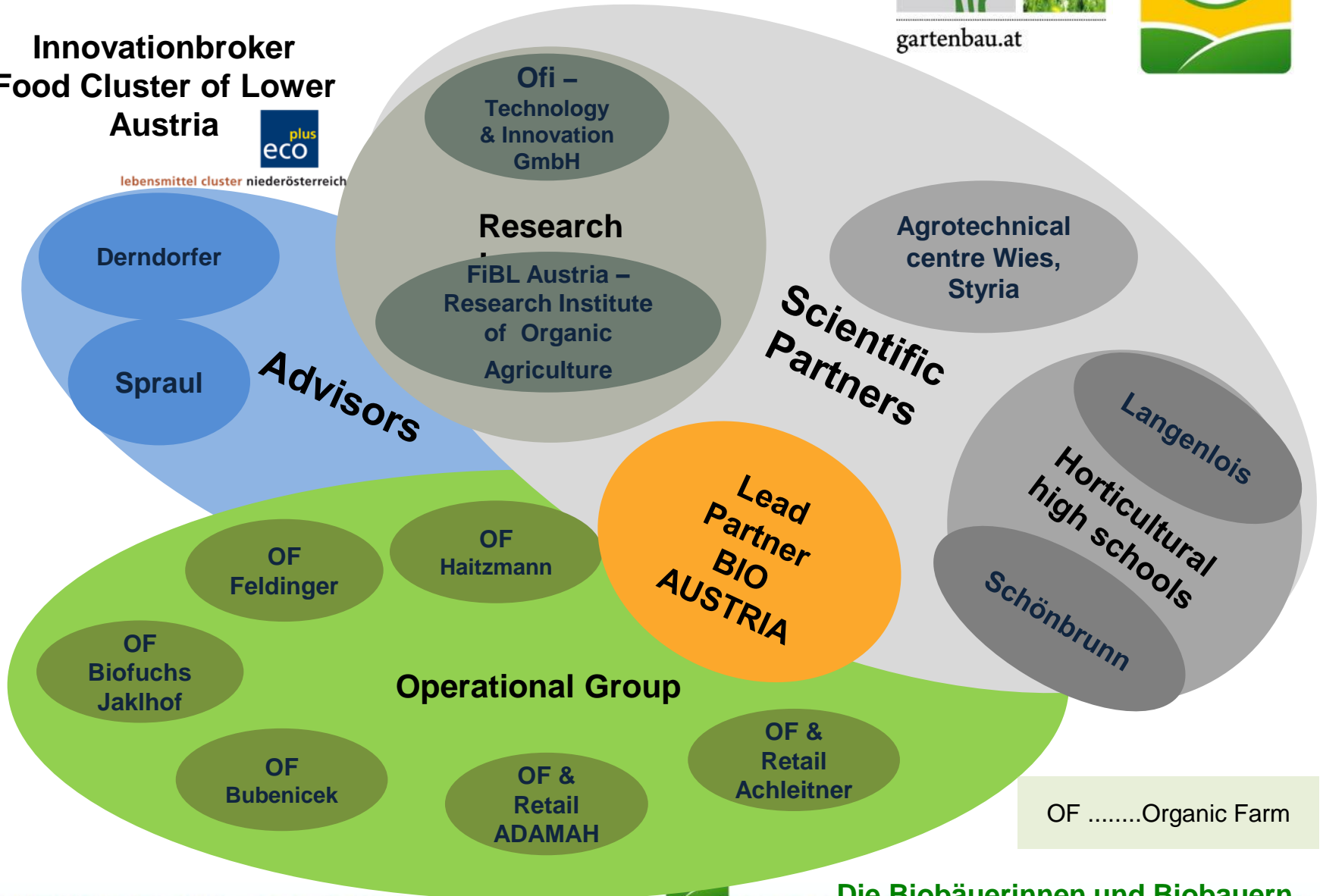
gartenbau.at



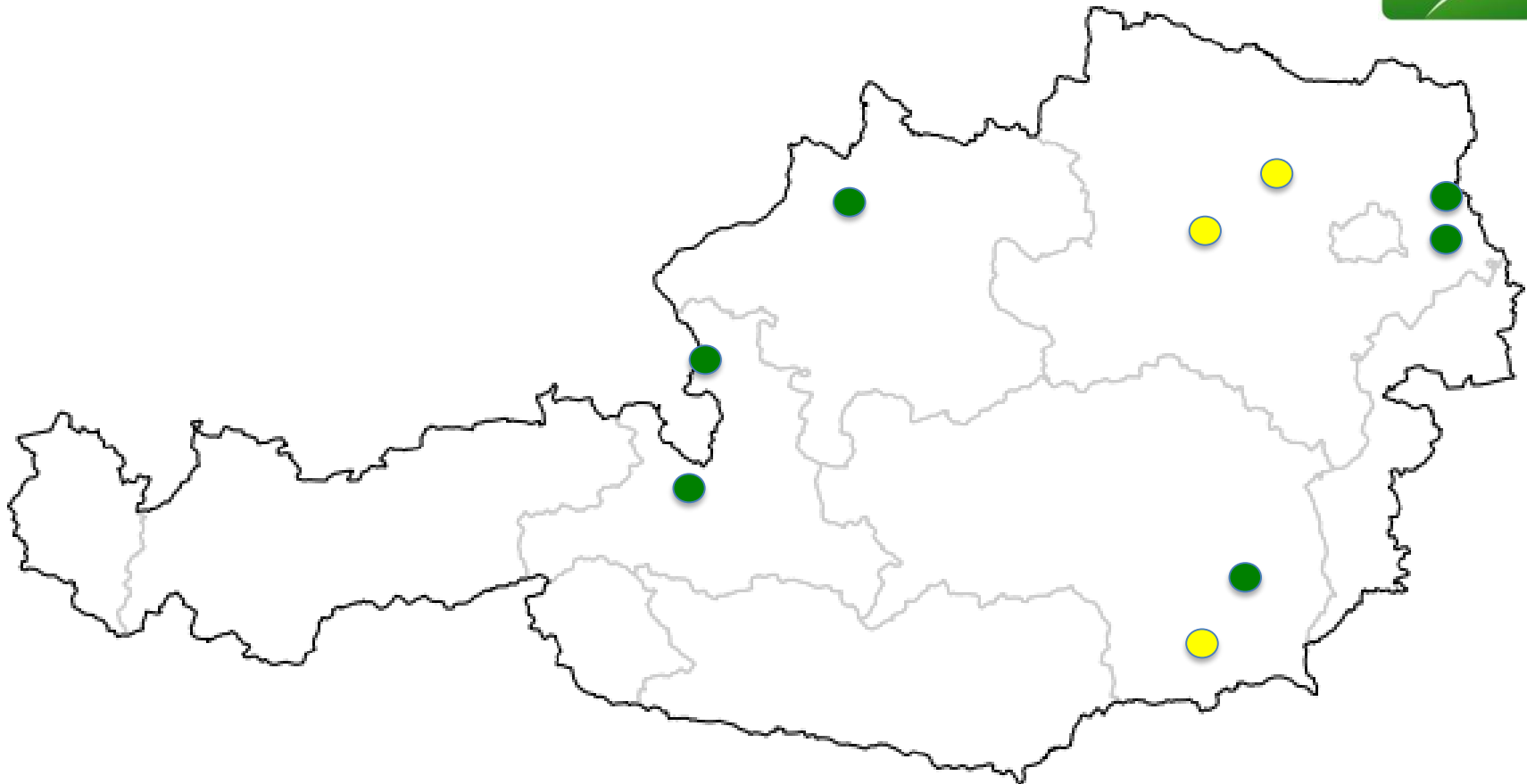
Innovationbroker
Food Cluster of Lower
Austria



lebensmittel cluster niederösterreich



THE PROJECT GROUP



MIT UNTERSTÜTZUNG VON BUND UND EUROPÄISCHER UNION



Europäischer
Landwirtschaftsfonds für
die Entwicklung des
ländlichen Raumes
Hier investiert Europa in
die ländlichen Gebiete





BENEFITS FOR THE FARMERS

Achieve added value for producers in winter.

Reduce the risks for producers

- select suitable varieties for the cultivation and retail
- Find the optimal cultivation-period
- Develop optimal working and production processes

Actions/methods for a better marketing

- **Increasing customer demand**
 - providing information on the product
 - Events (e.g. “Winter Gastronomy Conference”)
 - Using trends towards ecological packaging

CHALLENGES AND IMPROVEMENTS



- Exact planning over whole project period (activities, resources,...) is challenging.
- Farmers have in general a low time budget.
- Finding the “perfect” meeting date is not so easy.



DISSEMINATING KNOWLEDGE

- Articles
- Presentations: Wolfgang Palme (LFZ Schönbrunn) and me
- Events 2017:
 - farmer meetings in springtime
 - Agricultural fair Ried im Innkreis
 - Winter Harvest Event in Styria
 - Winter Vegetable for Gastronomy



RIEDER AGRICULTURAL FAIR

07.- 10. SEPTEMBER 2017



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MIT UNTERSTÜTZUNG VON BUND, LÄNDERN UND EUROPÄISCHER UNION



MINISTERIUM
FÜR EIN
LEBENSWERTES
ÖSTERREICH

LE 14-20

Entwicklung für den Ländlichen Raum

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All documents and presentations
from the EIP-AGRI breakout sessions
will be available at www.eip-agri.eu