

# The impact of Producer Organisations in rural areas

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# Best practice example of a cooperation project in the agri-food supply chain

**Operational Group of the EIP-Agri for the improvement of the competitiveness of the cherry sector in the Northern Mountains of Extremadura, Spain**



- Formed by 5 POs, aggregating around 4 000 small producers in mountain areas in Extremadura, Spain
- 3 of them recognized FV PO
- 2 of them Cooperatives (one of them a 2<sup>nd</sup> degree cooperative with 15 1<sup>st</sup> degree cooperatives)
- 4 Private companies - SMEs (formed by producers and food industries, similar to cooperatives)
- 5 Local Action Groups (LEADER LAGs), of 5 territories of the north of Extremadura region, Spain
- Research & Development entity
- Energy Efficiency and Climate Change Cluster



Lead by the PDO Cereza del Jerte



# What are they doing?

**PDO and POs** are carrying out marketing and promotion campaigns with retailers and markets

**Operational Programs of the POs** are supporting the improvement of incomes in the small producers' farms

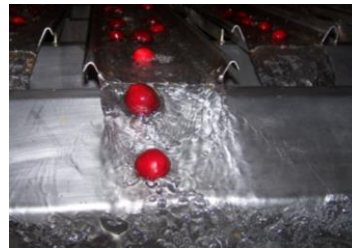


**ECONOMIC  
PERSPECTIVE**

**The POs** are implementing and maintaining quality certifications against Good Agricultural Practices standards

**The Research & Development entity** and **POs** are developing and investigating different topics in the called "*field labs*"

**The Energy Efficiency Cluster** is giving knowledge to the food sector regarding renewable energy and energetic efficiency



**ENVIRONMENTAL  
PERSPECTIVE**

**The small producers in mountain areas** are leading the project (around 4 000 producers)

**General Management led by women.** Some **POs** are defining gender equality plans

**LAGs and POs** are carrying out training for producers and workers in food industries, and to show young people a modern sustainable agriculture

**POs** continue working with food safety management systems, also organic



**SOCIAL  
PERSPECTIVE**



# The impacts of the POs in rural areas

**Marketing strategy:** “As consumer, how do I contribute rural areas by buying this product?”. Marketing campaigns.

Increase of the **competitiveness** / incomes of farms and food industries



## ECONOMIC IMPACTS

Reduction of **pesticide use and fertilisers**

Reduction of **water consumption**

**Soil management**

**Diversification and local production**

**Residue management**

**Renewable energy and energetic efficiency**



## ENVIRONMENTAL IMPACTS

Give the **producers a stronger role** in the food chain

**Gender equality:** shared ownership and visibility of women

Make agriculture attractive for **young people**

Protect **food and health quality of consumers**, promoting organic production



## SOCIAL IMPACTS

# Thank you for your attention

## DISCUSSION GROUP 2

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