

## LITHUANIA

# Implementing Local Developing Strategies

### Location

Pociūnėliai, Šiauliai County

### Programming period

2007-2013

### Axis / Priority

Axis 4 – LEADER

### Measure

411 – Competitiveness

### Funding

Total budget 38 647 EUR  
EAFRD 28 107 EUR  
National/regional 7 027 EUR  
Private 3 513 EUR

### Project duration

Feb 2014 – Mar 2015

### Project promoter

Pociuneliai community

### Contact

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### Website

[www.pociuneliai.com](http://www.pociuneliai.com)

This Lithuanian LEADER project helped empower women by enabling them to create a brand for their organic fruit and vegetables and increase the income they generate from selling their home produce.

## Summary

Pociūnėliai is a small town in Šiauliai County, Lithuania. In recent years its population has decreased as young people have left for the cities and businesses have declined. Men typically work in the farming or forestry sector doing physical labour, but women have limited work opportunities.

As their main activity the local women are growing fruits and vegetables. Recently, they started selling their products, which are organic, but with limited success. Their village is situated far from any major cities and their fresh produce would not easily reach these markets. The women thus started to think about how to cooperate in order to sell more goods.

The project initiated the 'village goodies' brand to help the village women better sell their organic produce. It created a packaging line, order cards, information leaflets and a website. The working quarters were renovated in order to meet hygiene requirements, and machinery was purchased, such as a juice maker and drying equipment. The latter was especially useful as the life of the produce is relatively short and drying can extend sell by dates. After some experiments the women extended their product range to include herbal tea, candy from carrots, beetroots and pumpkins.



## Results

The project enabled the village women to work together to take advantage of the demand for organic goods in neighbouring cities and to diversify their product range to better serve that market.

The branding for the home-grown organic products of Pociūnėliai is raising the profile of the women's enterprise.

Branded order forms and online ordering and promotion are facilitating sells, and the women are making higher returns on their seasonal product ranges.

A total of 15 women are profitably employed in the venture, providing an additional boost to the local community.

## Lessons & Recommendations

- Cooperation can generate good ideas and inspire commercial initiative, turning a simple pastime such as home vegetable farming into a profitable enterprise.
- The appointment of a manager to pursue further market possibilities is required to help turn a small venture into a growing business.