

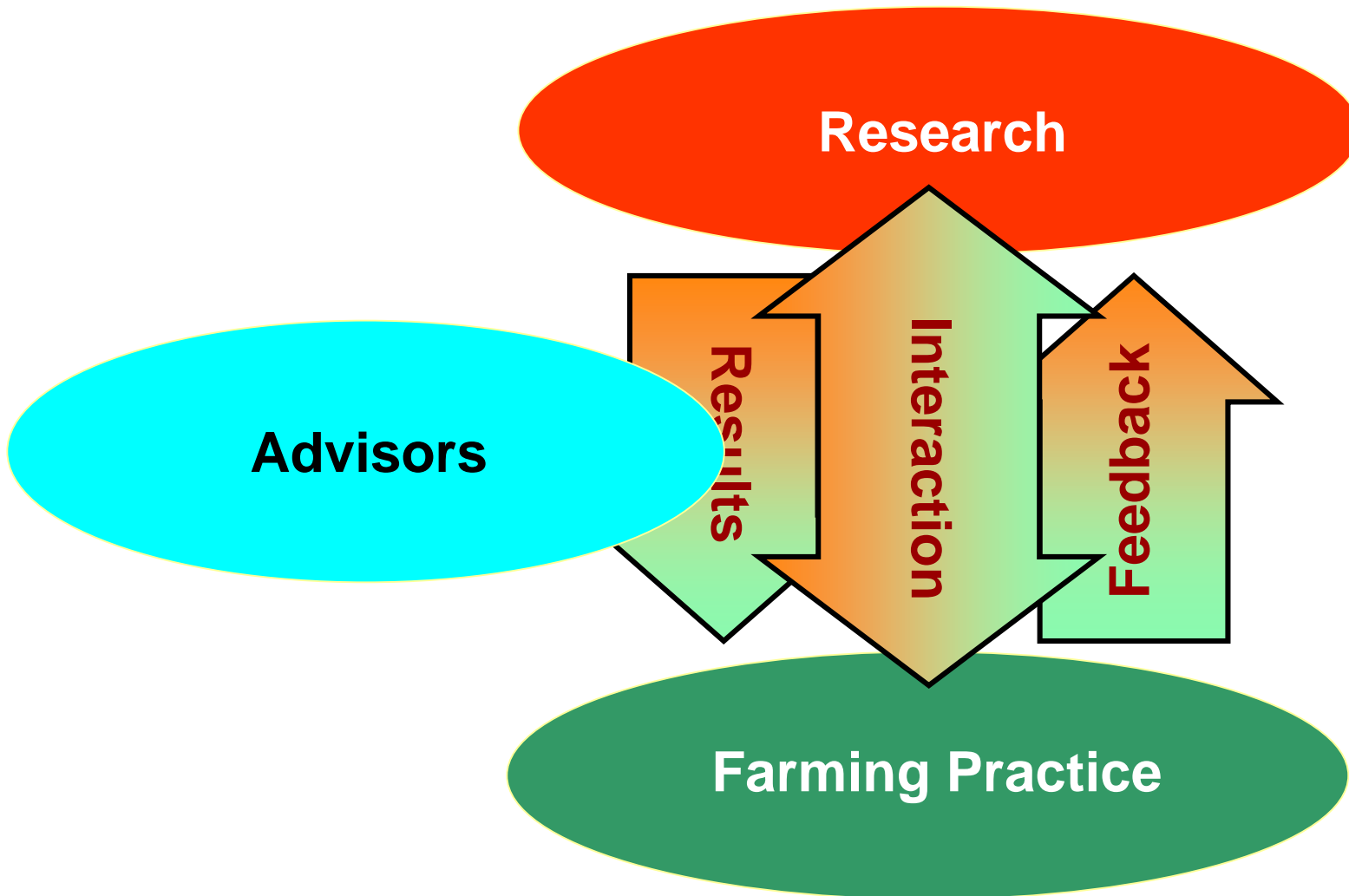
WS 5 Using cooperation as the catalyst: Packages of support measures linked with advisory services

ENRD Seminar

Forging the Links – Connecting RDP Support to the Food and Drink Supply Chain

**Karin Ellermann-Kügler
Association of Chambers of Agriculture
Verband der Landwirtschaftskammern
Geschäftsstelle Brüssel**

Closing The Innovation GAP



What could be the role of advisors in Innovation?

Advisors can bring partners of OG 's together

Advisors may form part of operational groups as one of the actors

Advisors will be integrated in the actions of the EIP in particular because of their mediator role

Advisors will help sharing innovative solutions

Advisors may indicate practical stumbling stones for the implementation of existing solutions and reveal needs for further research related to productivity and sustainability.

Rural Development 2014 - 2020 in Germany

13 regional Programmes

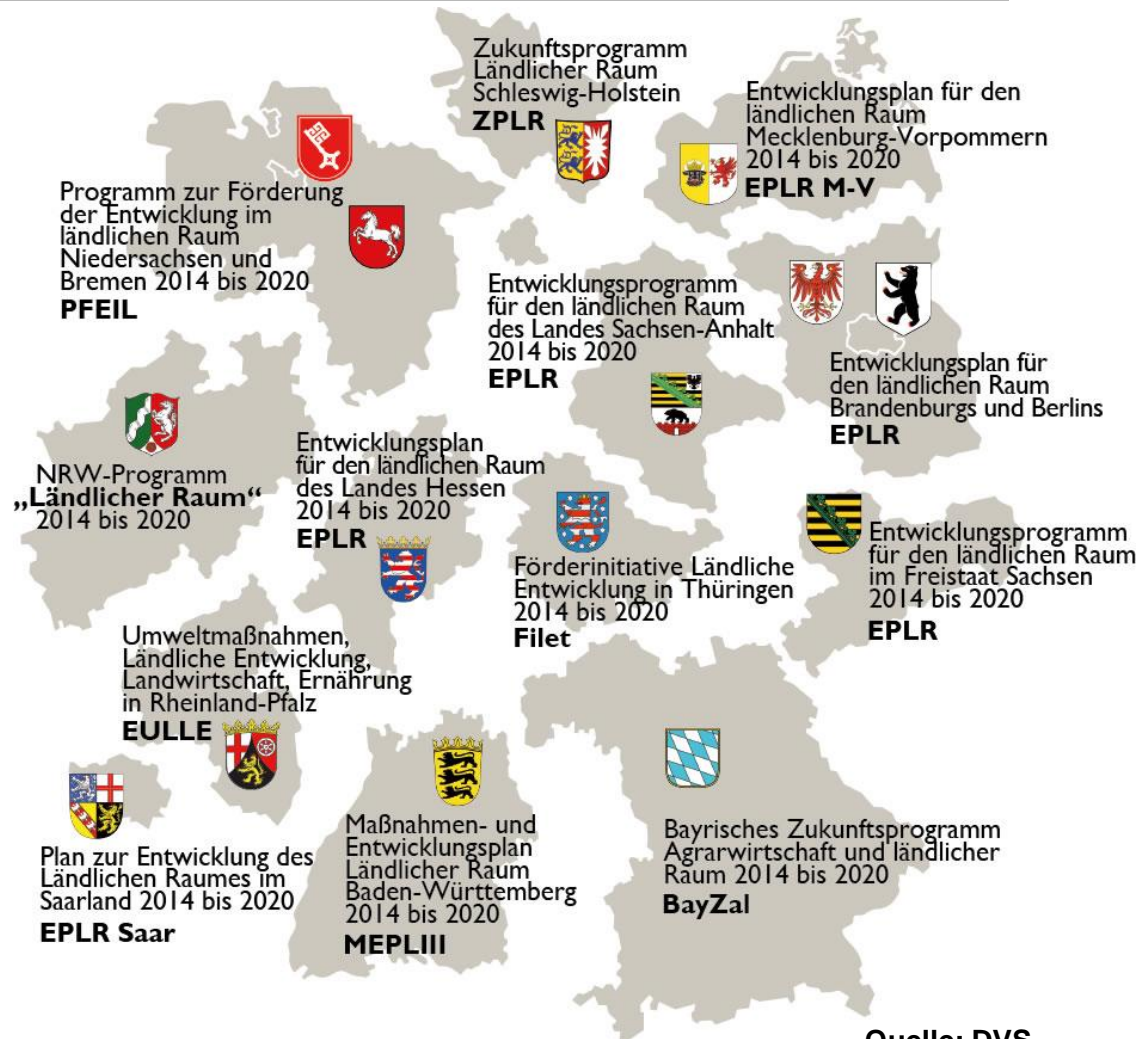
**13 Länder and
1 Network programme**

**12 regions implemented
EIP Agri**

Diversity in implementation of

- EIP
- Cooperation and
- advisory service measures

<https://www.netzwerk-laendlicher-raum.de/themen/eler-2014-2020/laenderprogramme/>



Quelle: DVS

EIP Implementation in 12 regions out of 13

Article 35: Cooperation / OG´s

Measures to support:

Article 14: Knowledge transfer and information measure

Article 15 Advisory services

Article 17 Investments

Important for forging the linkages:

Innovation service provider in some regions of Germany:

E.G.:

Schleswig-Holstein: Innovation Office <http://www.eip-agrar-sh.de/en/home/>

Hessen: IFLS <http://www.ifls.de/eip.html>

EIP Agri: Opportunities for food supply chain

EIP Agri cooperation measure can support farmers

- **to develop innovative products and services**
- **to improve quality management and logistics**
- **to generate new cooperations and strategic partnerships**
- **to bring forward new ideas and innovation via various approaches and different actors (cooperatives and cross sector)**
- **to create dialogue with consumers, food processor, market partners and researchers**
- **to create rural-urban linkages**

EIP Agri Implementation in RD

Elements:

OG with actors from agriculture, forestry, advisory service, Research, companies from agri and food business (article 57 RD Regulation)

Actionplan: discription of the project, management and expected results

Dissimination and publication of results

Quelle: BMELV Ref. 413

to improve productivity and sustainability along the food supply chain

Recommendations:

- Take external know-how on board (Advice, Coaching, Training, Studies, Research)
- Involve existing organisations and institutions to ensure a longterm process
- Create synergies and complementarity between funding instruments
- Use networks

Food for discussion:

Where does innovation come from?

- **mostly bottom up approaches**
- **.....**

What could be an innovation friendly environment?

- **support units, networks advisors**
- **ressources for activities and pilots**
- **easy to handle funding options according to the needs of farmers**
- **information and knowledge transfer**
- **Education**
- **...**

Examples of Networks

EUFRAS - European Forum for Agricultural and Rural Advisory Services

<http://www.eufRAS.eu/>

EUFIRIN European Fruit Research Institutes Network

<http://www.esteburg.de/>

Kompetenzzentrum Ernährungswirtschaft

<http://www.ernaehrungswirtschaft.de/>

Kompetenzzentrum Ökolandbau KÖN

<http://www.oeko-komp.de/>

Kompetenzzentrum nachwachsende Rohstoffe 3N

<http://www.3-n.info/>

Experiences and examples in Germany



Modell- und Demonstrationsvorhaben Regionen Aktiv des BMELV

Modell für Neuausrichtung der
Förderpolitik für ländliche Räume



Land gestaltet Zukunft

Integrierte Ländliche Entwicklungsprozesse

LEADER

Kompetenzzentren

Netzwerke

Examples of advisory services



Service vom Hof
Einkaufen • Einkehren • Erleben

Landwirtschaftskammer Niedersachsen
Chamber of Agriculture lower Saxony



Example Ice-Cream business on organic farm

Diversification of rural economy and improvement of the quality of life in rural areas

Title: Ice-Cream business on organic farm

Objective: generating income for 3rd generation on historical farm
create employment
diversification of activities on the farm
restoring the farm house for new purpose

Description: Planning, Training, Investment (rooms and equipment) and starting the new business of an Ice-Cream parlour on a historical organic farm, situated close to a touristic long distant bicycle route, develop and market locally produced high quality ice-cream to sell it into niche markets.



Example Ice-Cream business on organic farm

Rural Development programme 2007-2014

Lower Saxony and Bremen,
Axis 3, Code 311 Diversification



Results achieved: High quality ice-cream production with all ingredients coming from organic farming, adding value to local produced milk, attracting new clients for already existing holiday apartments on the farm, adding value for bicycle tourist in the region

Lesson learned: Family farm with highly trained creative people is a success factor, additionally the fact that the farm is situated in a beautiful landscape and close to a well known long distance bicycle route which attracts tourists is an advantage, Still the marketing of ice cream during the wintertime is challenge

Exportability of the model: Yes, if preconditions match it could be a model for other farms who look for diversification activities and income perspectives.

Example: Ice-Cream business on organic farm



Impressions for the farm activity

**Advice, coaching, training are essential for
farmers and catalyst for innovation**

Thank you!

Karin Ellermann-Kügler
Association of Chambers of Agriculture
Verband der Landwirtschaftskammern
Brussels Office
Rue du Luxembourg 47-51
B-1050 Bruxelles
Mail: k.ellermann-kuegler@vlk-agrar.de
Web: www.landwirtschaftskammern.de