



European Agricultural Fund for Rural Development:
Europe investing in rural areas



FRESH LOCAL FOOD

COMPETITIVE ADVANTAGES FOR PRODUCERS IN RURAL AREAS

A TRANSNATIONAL COOPERATION INITIATIVE
UNDER THE PARTICIPATION OF THE LEADER-REGIONS



Zuidwest Twente



LEADER

Keskipiste

LEADER

Rieska





FRESH LOCAL FOOD

Project summary

Local food is 'hot'!

All over Europe there is a trend towards more local food ('slow food') and regional products. The countryside provides these products to the nearby villages and cities.

Producers and consumers try to find each other for various reasons: knowing where your food comes from, health, climate (smaller ecological footprint) but also a fair price for both producer and consumer.

Furthermore, regional products are 'carriers' of the regional identity and (can) play an important role in regional marketing and sense of identity with the inhabitants.

In this transnational cooperation project four LEADER-regions will work together on how fresh and local food can be competitive advantages in rural areas.

What are the do's and don't's in increasing the sales and supply of local food?

The regions will exchange best (and worst) practices on forms of cooperation between producers, logistics, revenue systems, awareness (both with producers and consumers), marketing and product development.

Goal of the cooperation is to provide inspiration for the producers and for the local development strategies of the LEADER-regions.



Planned schedule

Desk studies – summer to autumn 2021

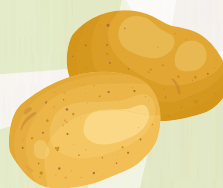
Kick-off Meeting – September 2021

Exchange visit R/K to ZWT/AHL – February 2022

Exchange visit ZWT/AHL to R/K – April 2022

Joint Actions – September 2021 – June 2022

Final Conference – June 2022



LEADER

Rieska

Finland

province Northern-Ostrobothnia
Situating in the middle of Finland,
adjoining the border to neighbour
region Keskipiste

Municipals: 7

Districts: 2

Regional size: 4.400 km²

Inhabitants: 50.000

Population density: 12.0

LEADER region since: 1996

LEADER

Keskipiste

Finland

province Northern Ostrobothnia
Situating in the middle of Finland,
adjoining the border to neighbour
region Rieska

Municipals: 8

Districts: 2

Regional size: 8.150 km²

Inhabitants: 42.000

Population density: 5.0

LEADER region since: 1996



Zuidwest Twente

Netherlands

province Overijssel
Located in the east of the country,
adjoining the border to Germany

Municipals: 10

Districts: 2

Regional size: 1.057 km²

Inhabitants: 190.551

Population density: 180.0

LEADER region since: 2008



Ahaus – Heek – Legden

Germany

province Northrhine-Westfalia
Located in the west, adjoining the
border to the Netherlands, in the
district of Borken in the Münsterland

Municipals: 3

Districts: 1

Regional size: 277 km²

Inhabitants: 55.000

Population density: 198,5

LEADER region since: 2010

**LEADER**

Rieska

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More Information:

The economic structure of the area is dominated by services (56 %), followed by industry (31 %) and primary production (12 %). Earlier this area was agriculture based, but nowadays trade and services are clearly dominant. The nature of the area is diverse with its wild forests, beautiful rivers and lakes. Also the sea is nearby. The topography consists of low-lying plain. The diverse and clean nature offers a wonderful opportunity to many activities close to nature, such as fishing, hunting or picking berries and mushrooms.

www.rieskaleader.fi
www.facebook.com/rieskaleader

**Zuidwest
Twente**

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More Information:

The region has a history with many estates, industrial heritage (textile industry) and different forms of agriculture. Culturally the region is known for strong local and connections and networks between people. The rural-urban combination causes urban pressure from the cities, as they need space for housing and infrastructure; also their facilities compete with local shops and facilities. On the other hand, it also provides Zuidwest Twente with all kinds of opportunities: it offers a broad knowledge base in the form of all kinds of higher and practical education but it also provides demand for local products.

www.leaderzuidwesttwente.nl
www.facebook.com/LeaderZwTwente

**KULTUR-
LANDSCHAFT**
Ahaus – Heek – Legden

Contact details for project coordination:

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More Information:

The region in the west of Northrhine-Westphalia close to the dutch border is dominated by agriculture. The main production directions are pig farming, dairy farming, calf fattening and poultry farming. A good 300 self-marketers in the district also successfully supply the nearby Ruhr area, operate farm shops and farm cafes.

www.leader-ahl.de
www.twitter.com/LEADER_AHL

**LEADER**

Keskipiste

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More Information:

The special features of this rural area are active villages, a strong and original culture, a great entrepreneurial spirit and a large number of children and young people. Services are the largest employer in the region (55%), when share of agriculture is 15% and industry 29%. Although the share of primary production has decreased in recent years, agriculture and forestry are the backbone of the region's economy in addition to further processing and industry. One of the eight municipalities, Nivala, is one of Finland's top localities in milk and meat production.

www.keskipisteleader.fi
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