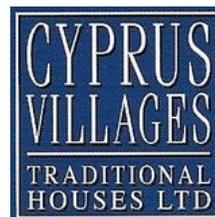


Partners



More and more farmers and rural SME's in Europe, struggling to survive in a rapidly changing agricultural and economical environment, appreciate the growing interest in local and niche products as a possibility to continue their activities. Although consumers seem to favour local, authentic and healthy food, they experience difficulties in accessing it. Part of the imports that currently satisfy the growing demand could be replaced by local products, however the companies involved in the supply chain of local and organic food products need to become more professional and competitive.



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Sustainable development of European rural areas through cooperation in marketing of local and organic food products

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Agreement n°: 2013-1-ES1-LE005-66705



WHY MARLO?

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WHAT IS MARLO?

The MARLO project aims to improve the competitiveness of rural SMEs by introducing a Methodological.

Training Tool in Marketing of Local and Organic Food Products, and to encourage sustainable development of rural areas.

WHAT CAN MARLO DO FOR YOU?

For rural SMEs involved in production, marketing and sales of local and organic food products (sectors of agriculture, food production, wholesale and retail trade, tourism) MARLO will allow access to training in the field of marketing of local and organic food products, improving the skills and competences in the field and increasing cross-sectorial cooperation, with the aim of developing joint tourism offers.

The project will help to significantly increase their access to training, improve their qualifications in the area of marketing and increase competitiveness. It will also contribute to the development of this type of businesses and economic re-vitalisation of rural areas in partner countries.

For people in rural communities MARLO will increase the knowledge on how to present their knowledge of local products, especially to tourists.

WHO IS BEHIND MARLO?

The project will be implemented by a consortium of 7 partners from 5 EU countries spanning from North to South of Europe (Spain, Cyprus, Italy, Latvia, Lithuania), directly representing rural SMEs involved in production, marketing and sales of local and organic products, as well as in training and consulting.

HOW WILL MARLO BE REALIZED?

The work is divided into 7 work packages that consist of a set of activities. The project will start with the "Methodological framework" (WP2) and "Needs analysis" (WP3) that will set the base for the following work. We will continue with the "Adaptation of the training programme" (WP4), the training methodology, contents and tools will be adapted. "Testing and evaluation" (WP5) will deliver the training programme to the target groups, get their feedback and finalise the contents, methodology and technical presentation of the course. Three remaining work packages - "Project management and Coordination" (WP1), "Dissemination and Exploitation" (WP6) and "Quality Management" will have a duration spanning from the beginning to the end of the project.

