

## MARLO Partners



### WHY MARLO?

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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C L U S T E R  
**Turismo de Extremadura**  
Agrupación Empresarial Innovadora



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[www.lovelocalfood.eu](http://www.lovelocalfood.eu)

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

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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.

### WHO IS BEHIND MARLO?

The Project is being implemented by a consortium of 7 partners from 5 EU countries: Spain, Cyprus, Italy, Latvia, Lithuania, representing rural SMEs involved in production, marketing and sales of local and organic products, as well as in training and consulting.



### WHAT CAN MARLO DO FOR YOU?

For rural SMEs involved in production, marketing and sales of local and organic food products, 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 revitalisation 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.

### MARLO MARKETING TRAINING TOOL

As a result of conclusions drawn with the initial need analysis carried out in the piloting countries, MARLO partners have developed a set of materials on how entrepreneurs can use the marketing to boost their businesses and be more competitive.



The structure of the tool is presented on MARLO's website in several ways and languages, in order to adapt it to the particular needs of each learner. To comply with this purpose, the MARLO's learners guide is also available online. Thus, the different materials within the tool are:

- **MARLO marketing knowledge pills:** 23 short pills which include the main concepts of marketing: marketing mix, market research, marketing strategy, marketing in social media, etc.

- **MARLO case studies:** successful stories about entrepreneurs of Latvia, Lithuania, Cyprus and Spain, these aim to show how they have developed different tourism services and products, diversifying their business and increasing their profits. MARLO case studies are available in videos as well.

- **MARLO e-book,** this option is advisable for those learners initiating in the world of Marketing, as it gathers knowledge pills and case studies.

