

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.



Viešoji įstaiga

Kauno mokslo ir
technologijų parkas



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



Visit MARLO's Website!

www.lovelocalfood.eu

AEI Cluster del Turismo de Extremadura

Avda. de la Universidad s/n. Edificio Valhondo. 10003 Cáceres
Phones: +34 927 260 292 / + 34 687 664 715
info@clusterturismoextremadura.es
www.clusterturismoextremadura.es



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



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.

The Project has been implemented by a consortium of 7 partners from Spain, Cyprus, Italy, Latvia, Lithuania. The main objectives are: help to increase the access to specialized training for rural SMEs involved in production, marketing and sales of local and organic food products, as well as to increase competitiveness. It will also contribute to the development of this type of businesses and economic re-vitalisation of rural areas.



MARLO MARKETING TRAINING TOOL

The structure of the tool is presented on MARLO's website in several ways and languages, together with the **MARLO learners guide**. The different parts of the tool are:

- **MARLO marketing knowledge pills**: 23 short pills which include the main concepts of marketing.
- **MARLO case studies**: entrepreneurs from Latvia, Lithuania, Cyprus and Spain, who have developed different tourism services and products, diversifying their businesses.
- **MARLO e-book**, it gathers knowledge pills and case studies.
- **Private area**: further information regarding the main project topics, adapted to every partner country.

MARLO EXPLOITATION AND QUALITY

Main exploitable lines are related to the development of local networks; tourist activities on gastronomy, agriculture and organic food products; branding and training courses based on the tool.

Quality of MARLO has been perceived as very positive by both project partners and external stakeholders from target group.



MARLO CLOSURE

MARLO final conference took place the 24th September. For the first time in the Region of Extremadura (Spain), the city of Cáceres gathered producers, distributors, chefs, restaurateurs and tourism businesses coming from 7 European countries in the closure activity of the project.

Its objective was to facilitate the networking between producers, distributors, chefs and restaurateurs who work in the organic sector. It also aimed to detect business opportunities from the cooperation between organic and tourism sectors. More than 80 people coming from 55 different organizations attended the event, and their expectations about it were exceeded.

