

# NEWSLETTER

## Number 2

### April 2010

#### Development of the project

After the First Transnational Meeting that took place in León, the partners received the minutes of the meeting. These minutes show the commitment of every partner of the project to carry out the actions to achieve the foreseen aims.



#### **Logo**

The first implemented measure was to create a project logo that would represent the project philosophy.

The promoter presented 3 models during the First Transnational Meeting and one of them was selected by agreement of all the partners. Nowadays, this is the logo that is being used as identifying and promotion symbol of the project.



#### **Website**

Then, the promoter (IRMA SL) started the creation of the project website; which was available at the end of February. The website domain is [www.myrcas.com](http://www.myrcas.com) and the foreseen aim of this tool is to disseminate the project among the project target groups and the general public, as well as to help to the dissemination actions and to the transfer of results within the project. Through a specific news section, the target groups will be able to follow the development of the project, being also possible to download the quarterly published newsletters.

During the months of March and April, the rest of the Myrcas project partners have translated the information included in the website to their respective languages, and thus, the website is currently available in the 6 languages of the partners and in English.

#### **Informative brochure**

The promoter of the Myrcas project, in collaboration with the partner ADESPER developed the contents of the informative brochure and translated them into English.

Then, the draft of the brochure was sent to the other partners so that they could provide their opinions and contributions. Finally, the layout of the brochure was designed and the final brochure was translated to all the languages of the project. The official presentation of the informative brochure will take place during the Second Transnational Meeting that will be held in Romania.

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AGREEMENT n°: ES/09/LLP-LdV/TOI/149060 - PROJECT n°: 2009-1-ES1-LEO05-10359

Myrcas: Transference and adaptation of the new training itineraries for the qualification in the rural realm



### Newsletters

The promoter (IRMA SL) elaborated the first Newsletter, that was immediately uploaded to the website of the project in pdf format. The rest of the partners translated the contents to their languages and those versions were also uploaded to the website.

Currently, the Spanish partner ADESPER is elaborating the second Newsletter.

### Needs Study

One of the main actions of the project is to elaborate a study to detect the training needs in each of the partner regions. It is an action foreseen for the beginning of the project, because its results will be useful to focus the further foreseen actions.

The promoter has focused its study on the area of Leon Mountain (Spain) and the partner ADESPER has focused its study on the Bierzo area (León, Spain). Other partners that have already finished the study are ADRAT, which has focused it on the Alto Tâmega region (Portugal), and Agroinstitút Nitra (Slovakia). All of them have sent a brief summary to the promoter of the Myrcas project, including the area description, the methodology used and the obtained results. Currently the promoter is analysing all data so that to obtain the main conclusions for the implementation of the new actions.

### “Naiciña Chestnuts” is a small family business with a great international scope.

The enterprise “Naiciña Chestnuts” will be presented during the II Galician Day of Entrepreneurs, as an example of a successful rural scope business. The enterprise was created as a family business, that succeed a lot and achieve one of the first positions of the international market within this field.

In Chantada, the family Areán González was devoted to the commercialisation of agriculture products since 1972. In 1985 they decided to enter into chestnut market. They decided to specialise themselves on elaboration and distribution of chestnuts and they invested a lot in technology, updating their machinery constantly but, at the same time, preserving a traditional elaboration process.



“Naiciña Chestnuts” was adapted to the consumer demands, modifying the types of containers and diversifying the production by including new products based on the same raw material and including new processed products.

Miguel Ángel Areán realized that “If we do not rely on industrialisation to enhance the added value of our raw material, the markets will forego us. There was no space in this market for simple goods sellers”

The enterprise has nowadays a strong presence at international scope. Its products are sold all over Spain and Europe and even in Latin America.



The enterprise was started as commercial agent mainly devoted to chestnut products. Nowadays, the family business has done many steps forward within the processing chain of

this product and they produce dried chestnuts, peeled-frozen chestnuts and chestnut flour (for this last product they are the only Spanish producers). They also produce new processed products such as chestnuts with syrup or chestnut puree or cream among other varieties.

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