# Processing of AgriShort The actual phase in project implementation

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# Establishing short food supply chains and competitive agricultural sector in the cross-border region through institutional cooperation

**Interreg Hungary-Croatia Co-operation Programme 2014-2020** 

Priority: 3 Co - operation

**Component: Thematic co - operation** 

#### Lead beneficiary:

Regional Development Agency Medimurje (REDEA)

#### **Beneficiaries:**

Regional Development Agency of Koprivnica Križevci County (PORA) Local action group Zala Termálvölgye Egyesület (LAG Zala) Lake Balaton Development Coordination Agency (LBDCA)













# Why Agrishort?

In cross - border area **agri - food sector** has significant potential especially in the development of the local economy in rural areas.

Unfortunately, due to the current lack of knowledge and lack of cooperation, the **institutions** are not able to support the agri - food sector to fulfill his potential.

#### For this reason, AgriShort project will:

- provide new knowledge,
- encourage exchanges of experience,
- build up the capacities,
- network the representatives of institutions,
- raise awareness of institutions on the importance of cooperation and agriculture production.











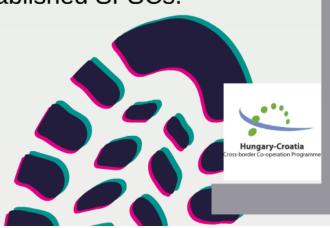
# AgriShort project activities

- 1. Project administration and management
- 2. Information and publicity
- 3. Documents development: "Current situation analysis in agri- food sector"
- 4. Expert meetings
- 5. Document development: "SFSCs in the cross-border area"
- 6. Joint training "Building up regional institutional cooperation"
- 7. Joint training "Development of agri-food sector through short food supply chains"
- 8. Guidelines for institutions: "How to establish SFSCs"
- 9. Study trips
- 10. Working groups training
- 11. Identification of potential participants of SFSCs and forming (in)formal association
- 12. Preparation of working plan for SFSCs
- 13. Development of visual identity/ label for SFSCs
- 14. IT system development (2) for HU and HR newly established SFSCs.









## AgriShort project activities in progress

#### **Documents development:**

- "Current situation analysis in agri food sector"
- "SFSCs in the cross-border area"









#### "Current situation analysis in agri - food sector"

"Current situation analysis in agri - food sector" refers to development of two documents which will include **current situation analysis** and **market research** of agri - food sector in Hungarian and Croatian cross - border regions.









#### "SFSCs in the cross - border area"

Based on "Current situation analysis in agri - food sector" documents, Hungarian and Croatian experts will prepare a joint document "SFSCs in the cross - border area" in which **economical the most profitable**SFSCs models are going to be defined.

In addition, this document will include a summary of current situation analysis of each cross - border area, collected successful case studies, identification of potential participants for defined SFSCs and policy recommendation for different governmental levels.









## Agrishort project activities in progress

#### **Training:**

- "Building up regional institutional cooperation"
- "Development of agri food sector through short food supply chains"

#### **Document development:**

Guidelines for institutions: "How to establish SFSCs"







#### Training "Building up regional institutional cooperation"

This training includes **thematic educational activities** for various supporting institutional representatives that are relevant for the development of agriculture and food sector.

Training will ensure knowledge transfer concerning **necessity and importance of establishing cooperation between institutions** which will represent a basis for development more competitive agri-food sector in cross-border region.

**First training** is organized by LBDCA in Siofok. **Second training** will be organized by REDEA in Čakovec (October).









# Training "Development of agri - food sector through short food supply chains"

This training includes specific educational activities for various supporting institutional representatives relevant for agri - food sector.

Conducting educational activities will ensure institutional capacity building and knowledge transfer regarding the establishment of SFSCs.

**HU training** will be organized by LAG ZALA (2 day education) in Zalaszentgrót **HR training** will be organized by PORA (1st day in Koprivnica) and REDEA (2nd day in Čakovec)









#### Guidelines for institutions: "How to establish SFSCs"

This document will define practical **guidelines for institutional representatives** how to inform and assist to future potential participants in establishing and developing of SFSCs models.











### AgriShort project activities in the upcoming period

Study trips: Niederosterreich and Vulkanland in Austria









**Study visit** of good practice example will be organized for supporting institutional representatives, during which participants will get firsthand information from experts with years of experience in participating and management of various models of SFSCs.

Study visits are going to be organized in **Austria** in two different regions: **Niederosterreich and Vulkanland.** 











## Agrishort project activities in the upcoming period

#### **Working groups training**

Working group participants will be representatives of institutions, project partners and organizations in agri- food sector.

As a starting point in establishment of a working group, one training is going to be organized with **support of external experts.** 













### AgriShort project activities in the upcoming period

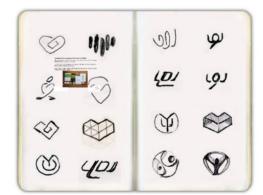
Identification of potential participants of SFSCs and forming (in)formal association

As a result of institutional cooperation **four models of SFSCs** are going to be established. This activity includes **identification of potential participants of SFSCs** followed by **forming association (formal or informal).** 

#### Working plan for SFSCs



#### Visual identity/ label for SFSCs



#### IT system for newly established SFSCs













### Preparation of working plan for SFSCs

After establishment of SFSCs with support of institutions, for each SFSC a working plan is going to be created.

Each working plan will contain elaborated analysis of activities for SFSCs participants, results of operations and possible solutions for risky situations for a given period of time.











#### Development of visual identity/ label for SFSCs

After establishment of SFSCs with support of institutions, for each SFSCs **visual identity / label** is going to be developed.

Development of visual identity/ label is crucial marketing tool for presentation of SFSCs and it s products and services.

Visual identity / label will build up the image and recognition of the SFSCs on the market and the public in general.











#### IT system development for newly established SFSCs

Development of **IT systems** for SFSCs will contribute to enhancement of operational activities for newly established SFSCs which could:

- ensure information about SFSC members and their services and products;
- send offers to customers (notifications);
- collect statistical data,
- create delivery schemes,
- route planning for customers in order to visit SFSC members (open farms) (using a Google Maps module)

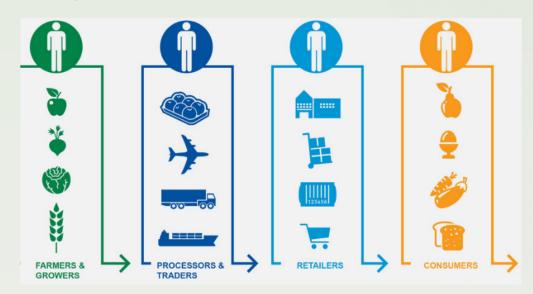








## AgriShort project results





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#### **Institution representatives**

The target groups which will benefit directly from the project are institutions and services that act as supporting institutions in the development of agri - food sector such as counties and municipalities, institutions related to the labor market, educational institutions, LAGs and the different forms of agricultural organizations such as agricultural associations, cooperatives and clusters.

AgriShort project proposal focuses on enhancing institutional capacities and building up institutional cooperation, so that local all institution representatives will be encouraged to become initiators and bearers of development processes in their local communities.

The knowledge transfer and institutional cooperation will ensure sustainability of project results in cross-border region.









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