

## COOPERATION OFFER

<b>Project title</b>	Promotion of market of local agricultural products with added value
<b>Summary of project idea</b>	Kandava partnership is located in the area of broad agricultural and horticultural production. Horticultural products, such as apple, pear, berries, honey and apple juice are produced in broad scale. As well as agricultural products, such as milk and organic beef meat. There is developing the idea about increasing of the market of local products by adding value, e.g. cheese making from milk, vine/cider from apple juice, meat products from meat, dried fruits and berries. Mobile juice pressing line for apple/pear is already developed. But more ideas are necessary for successful marketing. Experience on such promotion and adding value to local products is essential for developing the idea.
<b>Local context in which the project is going to operate (starting situation)</b>	At present mobile juice line for apple juice production in farms is purchased and operating already 2 <sup>nd</sup> year. More and more interest is rising on vine/cider production. Also idea for mobile meat/fish smoking equipment is actual at the moment. Milk processing and adding value to milk products is developing. LEADER project for local open market place is going to start at the summer season of 2011. More ideas on adding value to local products are needed to be interesting for tourists of the region.
<b>Project objectives, target group and activities</b>	The aim of the Project is to promote processing / adding value to local agricultural/horticultural products through exchanging of experience with similar partnerships.
<b>Countries in which you are looking for partner</b>	All EU countries
<b>Region</b>	
<b>Spoken Languages</b>	English, German, Russian, Latvian
<b>Category</b>	Local products, agriculture, horticulture, processing, tourism
<b>Date of announcement of offer</b>	21.11.2011.
<b>If you are interested in this offer, please contact</b>	liga.lepse@puresdis.lv