



Interreg



EUROPEAN UNION

Sudoe

AGROSMARTcoop

European Regional Development Fund

EUROPEAN EVENT ON QUALITY AND ORIGIN PRODUCTS



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BRIEF DESCRIPTION OF THE PROJECT

The project **AGROSMARTcoop**

“75% funded by the **EU** and ERDF under the co-operation program Interreg V B South West Europe”. Total budget of 1.295.000,00 €.

AIMS

to create a **space** for **promotion, networking** and
intelligent interaction with
structures, tools and **advanced support services** for
the **agri-food cooperatives** of **SUDOE**

MAIN OBJECTIVE

to improve their technological innovation,
management and marketing through
the promotion of knowledge, good practices and
inter-cooperation.

THE CONSORTIUM

International partnership. 8 entities:



Unión de Cooperativas Asociación Galega de Cooperativas Agrarias, AGACA (Lead partner) - ES



Centro de Investigaciones Científicas y Tecnológicas de Extremadura, CICYTEX - ES



Cooperativas Agro-alimentarias de Castilla-La Mancha, Unión de cooperativas, CACLM - ES



Federación de Cooperativas Agro-alimentarias de Euskadi, FCAE - ES

THE CONSORTIUM

International partnership. 8 entities:



Association des régions européennes des produits
d'origine, AREPO - FR



Coop de France Nouvelle-Aquitaine, CDF - FR



Universidade de Trás-os-montes e Alto Douro, UTAD - PT



União Cooperativa Polivalente da Região Norte,
UniNorte - PT

SPECIFIC OBJECTIVES

1. **To promote the eco-innovation** among the agrifood cooperatives of SUDOE territory in order to optimize their growth potential and added value.
2. **To support the intelligent marketing** of the products belonging to the agrifood cooperatives of the SUDOE territory and to value their quality and endogenous character.
3. **To boost the SUDOE agrifood cooperatives association** and creating alliances and strategic projects through inter-cooperation

5 AGRI-FOOD SECTORS

1. DAIRY
2. MEAT
3. ANIMAL FEEDING
4. OENOLOGY
5. VEGETABLES
6. OIL

AGROSMARTcoop MAIN FEATURES

Innovative nature

Main activities and results

- *Creation of the Community of agri-food coops. for interco-operation*
- *Development of collaborative portal and ICT support tools*
- *Development of the Virtual Laboratory (AGROLAB) and advanced service*
- *Technical assistance to sustainable technological innovation*
- *Technical assistance to intelligent marketing and commercialization*

AGROSMARTcoop MAIN FEATURES

Innovative nature

Main activities and results

- *Capacity and training actions for the sustainable innovation and intelligent marketing and commercialization*
- Networking activities, workshops and “in loco” visits to promote interco-operation, partnerships and strategic projects in France, Portugal and Spain
- *Joint actions for marketing and promotion of agri-food co-operatives*
- *Joint sustainability and transfer plan*

AGROSMARTcoop MAIN FEATURES

AGROSMARTcoop contains a new concept ...

Smart marketing, which consists in taking into consideration the **potential** of the co-operatives:

quality and **endogenous nature** of its products

aligning with **innovation, science** and technology.

Mr González, president of *Origen España* will show us some very **good practices** on intelligent marketing strategies.

Merci / Bedankt

Obrigado / Thank you

Muchas gracias por su atención

Eskerrik asko / Moitas grazas