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smart and green local agri- food value chains

The **FRESH FRUIT** Pilot Project

Vasiliki Papadopoulou

ANATOLIKI SA, Organisation for Local Development

Thematic Webinar

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RUMORE project



- Rural Urban Partnerships motivating regional economies
- Establishment of innovation collaborations and synergies between rural and urban areas
- 8 partners from 5 countries

Lesson learned

- ✓ Tackling the needs of traditional industries in the agri-food chain plays a central role in rural development policies
- ✓ Rural-urban cooperation can help regions to boost innovation in primary sector through new technologies and cross sectoral collaborations.
- ✓ Innovation leads to competitiveness, diversification of rural economy and reduction of environmental impact



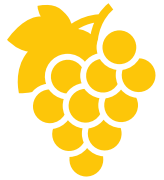
The FRESH FRUIT Good Practice



- FRESH FRUIT is a pilot project of the “High Tech Farming” interregional partnership



- Brings together technological solutions surrounding fresh fruits (grapes, kiwis, etc.).
- Aims to test and establish these technologies at demonstration farms in Central Macedonia and Tuscany



The FRESH FRUIT Good Practice



The partnership seeks to

- create an ecosystem for testing, dissemination and commercialisation of technological solutions
- connect regional authorities, demonstration farms and technology providers.



The FRESH FRUIT Good Practice



What was the challenge:

- The strong interest of the American Farm School in Thessaloniki and the Region of Central Macedonia to better address the needs of regional producers of grapes and Kiwis
- The new service was inspired by the experiences of Tuscany Region and their demonstration farm in Alberese, which shows in practice the economic benefits of viticulture and selective harvesting.



Economic viability

Total budget, 4465000Euro

Private investments were attracted

There is a strong potential to create revenues



3. Recommendations

Recommendations for smart and green agri-food chain

1. Create mechanisms for knowledge and technology transfer to rural areas
2. Promote innovation through living labs and open innovation networks involving urban and rural actors
3. Support decentralised research infrastructure and entrepreneurial services
4. Support cross sectoral urban-rural partnerships in the field of smart specialisation
5. Unlock Circular Economy potentials

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Thank you very much!