Organic marketing initiatives and rural development

Fact Sheet

<table>
<thead>
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<th>Project Information</th>
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<tr>
<td><strong>OMIARD</strong></td>
<td>Funded under <strong>FP5-LIFE QUALITY</strong></td>
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<tr>
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<td><strong>Start date</strong></td>
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<td>1 January 2001</td>
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<td><strong>Overall budget</strong></td>
<td><strong>EU contribution</strong></td>
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<td>€ 3 312 359</td>
<td>€ 2 629 067</td>
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<td><strong>Coordinated by</strong></td>
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<tr>
<td>UNIVERSITY COLLEGE OF WALES ABERYSTWYTH</td>
<td>United Kingdom</td>
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Objective

Organic Marketing Initiatives (Omits) will be examined, at increasing levels of complexity, to determine guidelines for existing and potential Omits, and related actors, for the development of successful marketing strategies. This will involve investigation of the performance of the Omits themselves, their interaction with the communities and overall environment of the regions in which they are located, and the evolving nature of consumer demand. Through this investigation of the role of intermediary market structures and the specific contexts in which they operate, potential improvements in regulatory structure, policy support and dissemination of good practice will be examined to determine whether developments so far can be extended and improved. This will improve the capacity of organic farming to generate positive social and environmental effects in peripheral, disadvantaged regions of Europe.

Programme(s)

Topic(s)

Funding Scheme

CSC - Cost-sharing contracts

Coordinator

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