

FRiDGE project seeks to increase food industry SME competitiveness by providing relevant actors with information about productivity, market reach and capacity building.

Dear reader,

We are happy to present you the 2nd FRiDGE project newsletter. In this newsletter we have gathered news about the project progress during the 2nd semester. We hope You enjoy the reading!

1. Partner Meeting and Study Visit in East-Flanders

The second FRiDGE Partner Meeting & first Study Visit took place in East-Flanders, Belgium from 18th to 20th of February 2020 hosted by the Economic Council of East-Flanders. During the two-and-a-half-day meeting partners and stakeholders from all the partner regions got to know many interesting Good Practices from the East-Flanders varying from promotion of local food to RDI institutes in food and drink sector.



[› Read more](#)

[› Watch a video](#)

2. Analysing Regional Food Industries and SME support systems

During spring 2020 the partners worked on three studies to analyse their regional food industries and SME support systems aiming at recognizing shared interests and Good Practices between the partners. The studies are now completed and reports are uploaded on the FRiDGE websites.

Comparative analysis on FRiDGE regions' food sectors

[› Read more](#)

Report on SMEs Survey

[› Read more](#)

3. Sharing experiences - Regional Food Brands and EU Quality Labels in FRiDGE regions

During the past months partners have started to share experiences around regional food branding and the utilisation of EU quality labels. There are many interesting examples of how local food is promoted under shared regional food brand and how the EU quality labels are used and utilised in the partner regions.



EU quality labels in FRiDGE regions

The EU Quality Labels such as Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) offer opportunities for food industry SMEs to increase the visibility of their products in European food markets. The use of the quality labels varies quite a bit among the FRiDGE partner regions from 32 PDO's and PGI's in the region of Bavaria to zero products from the region of South Ostrobothnia.

[› Read examples from Bavaria, West Macedonia and East-Flanders](#)

Regional Food Brands in FRiDGE regions

Many regions all over Europe have started promote their local food and drink products under a shared regional brand and FRiDGE regions are not an exception here. There are various examples of regional food brands from all FRiDGE regions and we are happy to share these experiences to each other and all our stakeholders.

[› Read examples from East-Flanders and Bavaria](#)

[› Read examples from Harghita and South Ostrobothnia](#)

[› Read examples from Tolna County](#)

4. Upcoming activities: Joint Online Workshop

The current COVID-19 pandemic have forced the FRiDGE partners to cancel physical events and organise meetings online. The next Joint Online Workshop directed for project partners and stakeholders will take place on the **18th of November**.

The Workshop focuses on sharing Good Practices in the field of market reach and is open for all!

[› Read more and register](#)



More on project websites
www.interregeurope.eu/fridge

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Project partners

