



# FRiDGE

Interreg Europe



European Union  
European Regional  
Development Fund

***Promoting local products in local supermarkets in  
Tolna County (Tamási, Dombóvár and Bonyhád  
districts)***

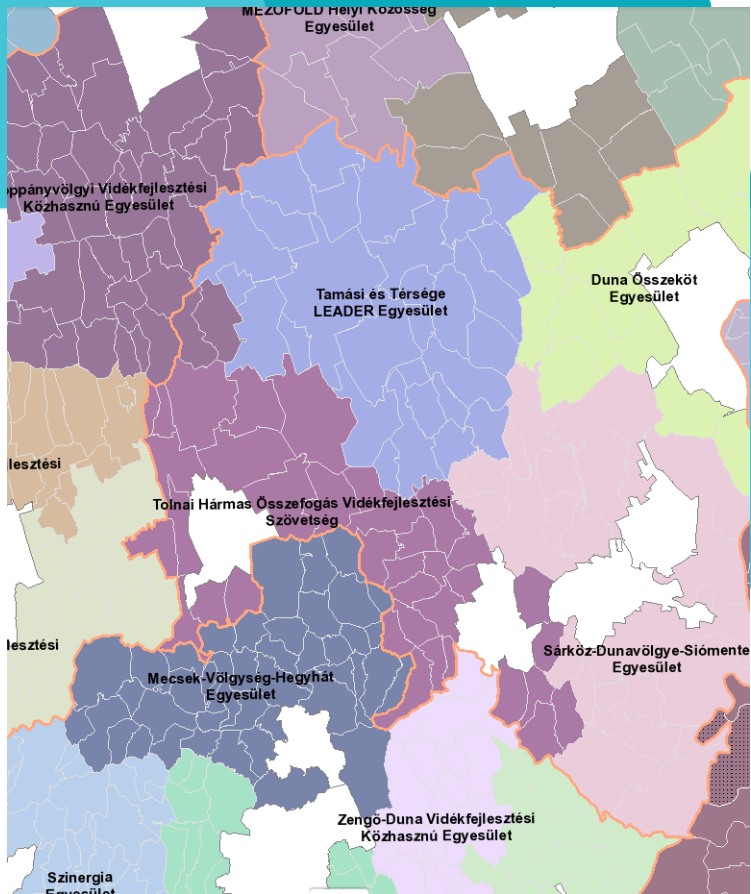
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# Short introduction



- „Tolnai Hármas Összefogás” and „Tamási és térsége” LEADER Local Action Groups
  - Quite important in rural development supporting small, local initiatives
- 65 settlements, around 60 thousand inhabitants – a rural area
- Less prosperous region: decreasing and ageing population, outward migration, small settlements (7 have <200 inhabitants)

# In a nutshell

- **Reaching markets is hard for small agrifood producers**
  - Mostly processed foodstuff: honey, wine, jam, etc. in small quantities concerned by the project
  - No legal obligations to put local products on shelves and information is lacking
- **Local farmers markets are limited**
- **Product shelves in local supermarkets and shops**
- **Visual appearance, data collection**
- **Project from 01.06.2021 to 06.01.2022 after submission in 2017**



# Partnership



- **COOP network**
  - 2200 stores
  - Local organizations
  - Large percentage is already from Hungary
  - They are present in roughly 1500 settlements (total settlements: 3155)
- **LAGs and settlements collect data about the local producers and products**

# Activities

- **Mapping local products, creating a public database;**
- **uniform image for the project**
- **website and a Facebook-page**
- **a media plan**
- **photos, videos of the local producers and their products**
- **short videos about the settlements themselves**
- **longer video about the settlement and its outstanding products**
- **Procuring local product shelves to be placed in local supermarkets**
- **Organizing a local product fair**

# Expected results

- **Local products in local shops**
- **Increasing sales without extra work, increased visibility**
- **Possible spill-over effects**
- **Entry to local food labels**
- **Risks have been accounted for, short risk management plan included in the application**
- **Activities started on the 1 of June, now the mapping of local products and producers is ongoing**
- **Follow-up project submitted in 2017 (no decision yet)**



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# Thank you!

Questions and discussion is welcome 😊



*Project smedia:*  
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