

«Grassland Product» label - support for farmers to motivate sustainable management of semi-natural grasslands

Andra Livina

18.01.2024



Latvian Fund
for Nature

About Project

- ▼ Project “Optimising the Governance and Management of the Natura 2000 Protected Areas Network in Latvia”(LIFE-IP LatViaNature), sub-action C.4.3:
Development of business initiatives to motivate sustainable management of semi-natural grasslands
- ▼ Task:
 - **To promote the nature conservation and sustainable management in private lands by developing effective support mechanisms and innovative approaches.**

About Project

- ▼ Task of Latvian Fund for Nature:
 - to create **a brand & label** to provide consumers with trustable information about the product's origin and contribution to the restoration of natural grasslands
- ▼ **Goal: to ensure that natural grasslands are part of balanced and sustainable farming thus ensuring their preservation and restoration.**

How?

- to support farming that contributes to the **nature preservation in countryside**
- to promote the **link of farming & business** - the production of various grassland products
- to **educate the society**, to **facilitate the purchase of grassland products**

Product groups

- Meat & meat products
- Dairy products
- Honey
- Herbs & Herbal tea
- Other (rural tourism, natural grassland seeds, food supplements etc.)



Brand «Grassland Product»

Goals:

- ✓ to stop the disappearance of natural grasslands
- ✓ to create new forms of cooperation with grassland owners
- ✓ To create the added value for products

Who are the consumers of the brand?

- ✓ Grassland owners, farmers
- ✓ Who produce the grassland-based products or have willingness to start doing it
- ✓ Catering, horeca, retail
- ✓ Society - the responsible consumers

Label «Grassland Product»



Criteria for producers

- ▼ Defined criteria for every product group
- ▼ Label is granted in accordance to criteria



Label on the Product Package



What has been done YTD

- Grassland product producers acknowledged (data base created)
- Regular seminars for producers (educational, experience exchange, networking)
- Participation in farmers markets & events
- Brand & Communication strategy, Brand visuals created
- Started to work with influencers (cooking enthusiasts, sports professionals etc.)
- **Brand launch event – end of January 2024**
- Launch media campaign to be started in Feb

Participation in Farmers Markets in 2023

- 12 Aug – Meadow Festival near Riga
- 30 Sept – within in the «Novada garša» event in Riga, Agenskalns market
- 5 Nov – in Straupe Slow Food Market
- Participants: farmers-producers
- LDF: educational role









Seminars for farmers

- 13 seminars & workshops in 2023
- Methods of biodiversity restoration in grasslands, different seasons
- Grassland beef grilling & degustation
- Product marketing
- Networking



2024: Workshops in Cooking Schools

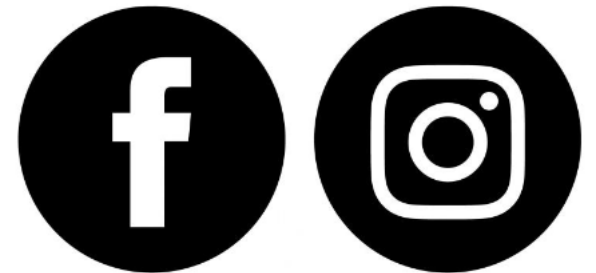
- To educate cooking students about grassland products and how to cook different pieces of beef
- Beef cooking classes lead by experienced chefs
- Start in Feb.2024
- Schools are interested, ready to cooperate



2024: Influencers

- From different areas, to reach different target groups
- Focus on beef
- Cooking for family
- Sport professionals and enthusiasts
- Started in Dec

(beef recipes, cooking & degustation)





ES LIFE Programmas projekts
"Natura 2000 aizsargājamo teritoriju pārvaldības
un apsaimniekošanas optimizācija"
(LIFE19 IPE/LV/000010 LIFE-IP LatViaNature)



Thank you!



latvianature.lv



Latvian Fund
for Nature