



# Organic farming supply and value chain optimisation

EU CAP Network  
Cross-visit



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## 1. Introduction

This report presents the outcomes of the cross-visit involving multiple EIP-AGRI Operational Group projects (OGs) focused on 'Organic farming supply and value chain optimisation'. The cross-visit took place on **28 - 29 June 2023 in Tuscany, Italy**.

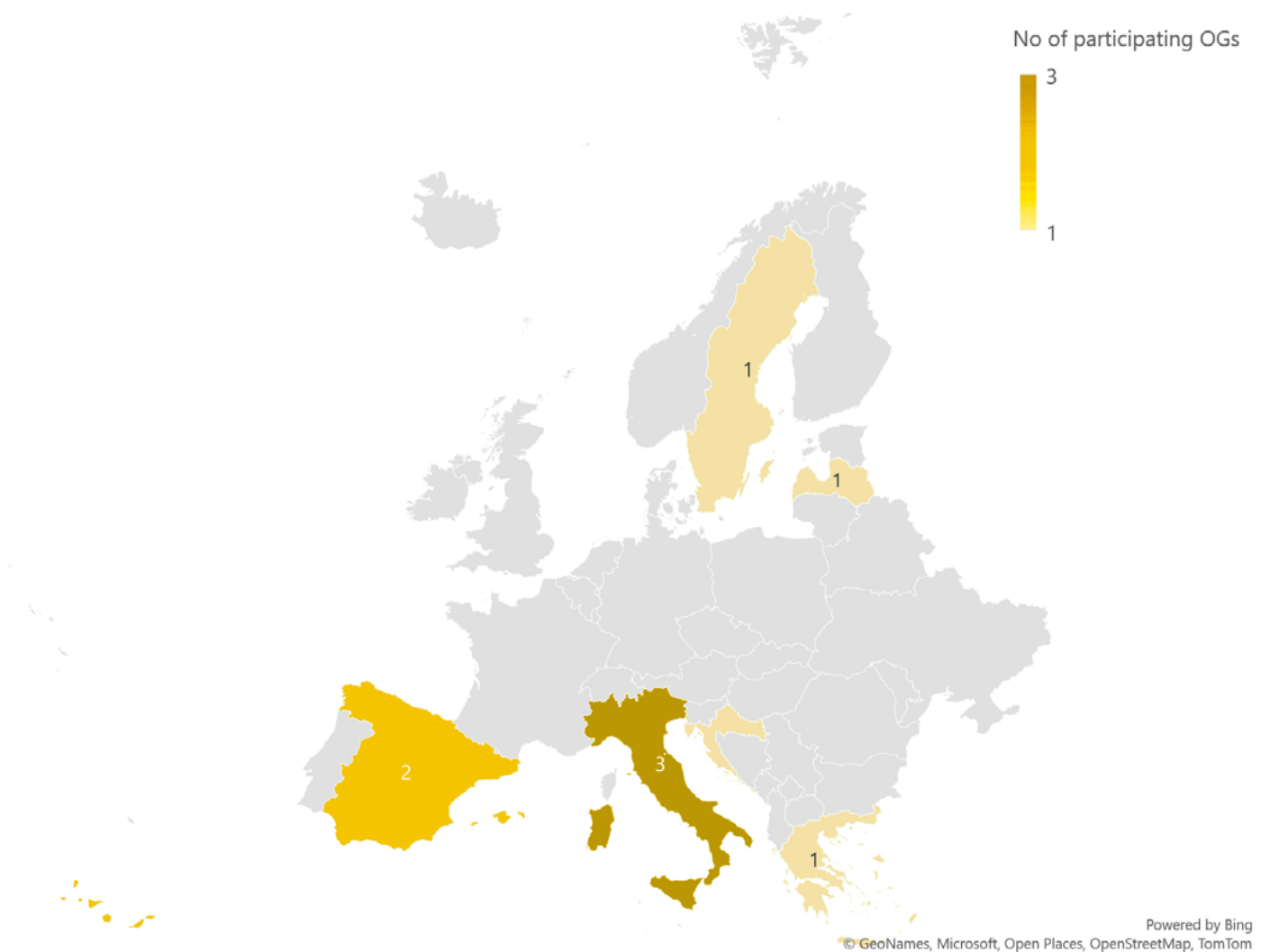
The following sections present the participants and projects involved in this networking activity, the programme of the cross-visit, the main highlights and feedback from the participants.



## 2. Participants and OG projects

The participants were selected through a call for expression of interest, opened on 26 May 2023 and widely disseminated via the EU CAP Network website, as well as the newsletter on Innovation & knowledge Exchange | EIP-AGRI, and with the support of the national CAP networks.

The cross-visit welcomed 19 participants from nine OGs, representing six EU Member States: Italy, Greece, Spain, Latvia, Sweden and Croatia (fig. 1).



**Fig. 1. Geographical distribution of participating OGs**





The participants' list included:

- > 8 farmers
- > 7 researchers
- > 2 advisors
- > 2 advisors/innovation brokers

The EU CAP Network's EIP-AGRI Support Facility sought strong collaboration in organising the cross-visit with the regional Managing Authority, which aided in the organisation. Two representatives from the regional Managing Authority attended the visit.

Participants from various OGs addressed issues and challenges within the field of organic farming supply and value chain optimisation.

The topics of the participating OGs were as follows:

- > Cereals diversity for adaptation to climate change and its economic valorisation - third phase: from seed to food
- > VARITOSCAN-Clima
- > Rapid, innovative and participatory digital systems for the integration of small/medium-sized farms in the Marche region into global organic supply chains.
- > Partnership for smart organic olive farms and innovation products (the Smart Olive Farm)
- > The dynamics of the value chain from the cultivation of organic cereal in the Llanada Alavesa, processing it into flour and the production of organic food for local distribution nearby
- > TERRACTIVA: support OGs for new entrants in agroecology
- > Production and processing of organic and conventional cabbage, investigating and developing innovative zero-residue technologies for obtaining sauerkraut juice powder and using it to develop new products with high added value
- > Baskets of local products from Međimurje Region
- > Bone-dry grain / LEANDRY

All the participating projects demonstrated a direct relevance of their topics to the subject of the cross-visit. Furthermore, beyond sharing a common theme, each selected project addressed similar challenges or tested comparable solutions.

As a result, the diverse experiences and various stages of project implementation, coupled with a collective willingness to learn and discuss best practices, research findings and innovative practical adoption results, created the potential for a synergistic collaboration between the projects.

For more detailed information about the participating projects, please visit the [EU CAP Network website](#).



### 3. Programme of the cross-visit

The preparation of the agenda was a collaborative effort involving not only the EIP-AGRI Support Facility team, and DG-AGRI representatives, but also representatives from the Tuscany regional managing authority.

The agenda outline was presented to the hosting Operational Group, and after discussions and agreements on the sites to be visited, the detailed agenda was approved by DG AGRI and distributed to all participants.

The first day began with registration, a welcome address by the DG AGRI representatives, remarks from the regional Managing Authority representatives, and an introduction to the cross-visits by the task manager from the EIP-AGRI Support Facility team.

The cross-visits kicked off with an introduction to the hosting OG's topic on "Cereals diversity for adaptation to climate change and its economic valorisation - third phase: from seed to food" at Floriddia Farm, in Tuscany. The representatives of the hosting OG outlined project objectives, challenges, partners, preliminary results and future research steps. The visit included a tour of Azienda Agricola Bio Floriddia experimental fields and mill, a demonstration of pasta machinery and wheat products and a presentation on Floriddia and the farmers' network. The hosting OG effectively showcased organic farming supply and value chain optimisation possibilities, serving as an inspiration for other OGs.



Following the site visit to Floriddia Farm, participants were given time for self-reflection, provided with self-reflection sheets and encouraged to fill them out.

The other eight participating OGs presented their project objectives, main challenges, solutions, findings, partners and so forth on the first day. Participants used a presentation template for better consistency. This session offered an opportunity not only to present projects but also to pose questions, receive advice and engage in discussions about challenges and experiences.

In the afternoon the second OG, "VARITOSCAN-Clima" took place as a visit to the Azienda Agricola Biologica Bio-agriturismo "IL CERRETO", which is a biodynamic farm. Its proximity to the hosting OG provided participants with the chance to witness applied innovations on-site. The representatives introduced the aims of the project, its objectives, partners, as well as preliminary results, and led a tour showing the crop fields and the processing of cereal chain products.



The first day concluded with a networking dinner for all participants at the plant-based restaurant, which is an integral part of the farmer's network where vegetables are supplied from the biodynamic farm that the participants visited.

The second day of the cross-visit began with open-space discussions for reflection. Participants were prompted to assess the following topics:

- What were the main learning points and highlights of the visits?
- Did they see any complementarities with other Operational Groups?

Following these reflections and discussions, participants engaged in an interactive networking session focused on potential complementarities between participating projects and ideas for future cooperation. These discussions centred around knowledge offers, knowledge needs and ideas for better cooperation. Participants had the opportunity to address common challenges, provide advice to one another and identify the opportunities for future cooperation.

The second day concluded with a summary of the discussions and a closing session. Participants were introduced to the evaluation process and asked to assess the cross-visit. Additionally, participants were informed about the EU CAP Network newsletter and social media channels.



## 4. Summary of the main outcomes of the cross-visit

The highlights of the cross-visit emerged during the OGs' presentations, Q&A sessions, and, notably, the discussions and interactive sessions in the morning of the second day.

Participants were highly inspired by the first hosting OG and the Florridia farm, which showcased the entire organic supply and value chain optimisation processes. The broad farmers' network, grounded in trust and regional traditions, left a lasting impression. Presentations from different OGs further inspired participants, providing insights into how similar challenges were tackled, and offering opportunities for in-depth discussions on innovative solutions.



### Knowledge exchange, needs and opportunities

On the second day, participants engaged in group discussions to identify their knowledge offers, needs and opportunities for further cooperation. Outcomes of these discussions included:

#### Knowledge offer:

- > Collaboration on new project preparation
- > Consultation on small business farm start-up strategies
- > Offering land for trial of different varieties
- > Innovation and knowledge platform/networks
- > Assistance in developing business and financial models for the farms

#### Knowledge needs:

- > Building trust and connecting with a community
- > Getting more information on EU funding programmes
- > Accessing information on land availability in Europe
- > Insights into market needs, trends and local opportunities
- > Effective Agricultural Knowledge and Innovation Systems (AKIS)
- > Assessing the profitability of data generated by the products

### Outcomes and impact of the cross-visit

The cross-visit facilitated:

- > Knowledge exchange
- > Peer-to-peer learning
- > Networking
- > Inspiration and creativity
- > Problem-solving
- > Adoption of innovations
- > Practical demonstrations
- > Capacity building
- > Cultural exchange
- > Feedback and improvement
- > Documentation and dissemination

#### Opportunities:

- > Future cooperation and demonstration of benefits
- > Sharing agroecological management technologies internationally
- > National-level meetings of OGs
- > Supra-autonomous OGs for wheat varieties
- > European network for organic initiatives
- > Farmer-to-farmer advice systems
- > Protection of regional production and promotion of ancient wheat varieties

Many participants identified synergies and potential for collaboration with other OGs, laying the foundation for future joint efforts. For instance, the hosting OG's presentation on the topic "Cereals diversity for adaptation to climate change and its economic valorisation – third phase: from seed to food" provided valuable insights into engaging different stakeholders in the optimisation of the value chain. Synergies were also found in projects supporting digital transition for farms.

These benefits, including improved collaboration, dynamic atmosphere and shared resources, showcase the vital role played by cross-visits in advancing innovation, sustainability and efficiency in agriculture.



## Annex 1: List of participating OG projects

OPERATIONAL GROUP	COUNTRY
Cereals diversity for adaptation to climate change and its economic valorisation - third phase: from seed to food	Italy
VARITOSCAN-Clima	Italy
Rapid, innovative and participatory digital systems for the integration of small/ medium-size farms in the Marche region into global organic supply chains.	Italy
Partnership for smart organic olive farms and innovation products (Smart Olive Farm)	Greece
Dynamization of the value chain from the cultivation of organic cereal in the Llanada Alavesa, its transformation into flour and production of organic food for distribution in short circuit	Spain
TERRACTIVA. Support OG for new entrants in agroecology.	Spain
Production and processing of organic and conventional cabbage, investigating and developing innovative zero-residue technologies for obtaining sauerkraut juice powder and using it in the creation of new products with high added value	Latvia
Baskets of local products from Međimurje Region	Croatia
Bone-dry grain / LEANDRY	Sweden
Regional Managing Authority	Italy
Regional Managing Authority	Italy



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