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**Agricultural Business Partnership of Thessaloniki
EASTH SA**



European Rice

Information Provision and Promotion Measures on the Sustainable Aspect of Rice Production in Greece and Spain

Regulation of the European Parliament and the Council (EU) n°1144/2014

Commission Delegated Regulation (EU) n° 1829/2015

Commission Implementing Regulation (EU) n° 1831/2015





PARTNERS



**Agricultural Business
Partnership of Thessaloniki
[EASTH SA]**



**Consejo Regulador de
la DOP Arroz de Valencia
[CRAV]**



Agricultural Business Partnership of Thessaloniki

8 Agricultural Cooperatives

26.000 member farmers

28.000 hectares of cultivations area:
more than 140.000tons of rice

Quality & Safety protocols (ISO:27001 and ISO:9001)
57% of the Greek rice is cultivated in North Greece,
located in the Axios-Loudias-Aliakmonas National Park



Consejo Regulador de la DOP Arroz de Valencia

Arròs de València PDO rice

2.500 hectares cultivation area:
More than 7.800 tons of PDO rice

Spain:
100% of the *Arròs de València* PDO rice
is cultivated in the Albufera
Natural Park of Valencia





Work Programme for 2019

Topic C - Information provision and promotion programs aiming at highlighting the sustainable aspect of the rice production

General objective

**HIGHLIGHT THE SUSTAINABLE
ASPECT OF RICE SECTOR**



Aspects of sustainability in rice production



biodiversity

conservation and sustainable use of landscape and resources

sustainable water management

sustainable soil management

providing employment in rural areas

Development of our strategy

► We followed a three-step approach

- a. educate the target groups (opinion leaders, consumers, professionals in the food industry)
- b. change the mindset of consumers (ages: 18-34 & 35-54)
- c. change the consumer behavior into choosing European rice

► We chose a series of activities to serve the Action objective and address the aspects of sustainability

► We put emphasis on the audiovisual material highlighting the “Balance in Nature” (the *signature* of the project)

Activities chosen for the Programme

- ▶ **Advertorials, food ambassadors, press events**
- ▶ **Brochures and Press kits**
- ▶ **Documentary video and short clips**
- ▶ **Cooking Seminars, Cooking Workshops & Rice Master Participation at Food Expo, Greece & Salon De Gourmets & Alimentaria, Spain)**
- ▶ **Classes**
- ▶ **Study Trips of Opinion Leaders**
- ▶ **Rice Festival (Thessaloniki and Valencia)**
- ▶ **Website and social media**



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The rice fields



Thank you!



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