

AKIS in action

Improving farmers' position in the food value chain

REGISTRATION
via JotForm



April 11,
2024



10:00 – 11:30 CET

Online
via Zoom



**WHERE &
WHEN**

YOU MEET

Advisors
Advisory services
managers
Researchers
CAP Networks
Practitioners / Farmers
Public authorities

By empowering farmers, improving their position in the value chain and enabling them to have better access to markets, resources and information, we not only enhance their livelihoods but also contribute to food security and economic growth. Join us for an exciting event, which presents a case from Germany on how to use the multi-actor approach and AKIS ideas to improve farmer position in the value chain by creating a successful dairy brand.

Participate in this networking event, learn from and exchange with peers as they share their practical insights and strategies for success! Whether you are a seasoned pro or just starting in your field, this event offers a platform to gain new insights, enhance your knowledge, and build valuable relationships. Join us and take your knowledge and network to the next level!

AGENDA

- 10:00 – 10:10** Welcome and introduction to modernAKIS
Elena-Teodora Miron, Austrian Rural Educational Institute, Austria
- 10:10 – 10:45** Pro Weideland – A labelling approach based on multiactor co-design for maintaining grazing
Dr. Arno Krause, ProWeideland and Centre for Grasslands, Germany
- 10:45 – 11:00** Q & A Session with Dr. Arno Krause & all participants
Moderator: Alexandra Nutz, Austrian Chamber of Agriculture, Austria
- 11:00 – 11:25** Parallel networking sessions
- 11:25 – 11:30** Outlook to next activities and closing of event
Elena-Teodora Miron, Austrian Rural Educational Institute, Austria



Input from practice



Funded by the Ministry of Agriculture in Lower Saxony (Germany) a project has been conducted in the period between 2014-2020 to found a label for meadow-based products. In the absence of criteria for the production of meadow-based products a stakeholder panel has been set-up which served as co-design platform for defining production criteria. The label was introduced into the (retail-) market in 2017 and is now market leader for pasture products in Germany. It ensures that surcharges (premia) are paid to those farmers who produce pasture products according to the criteria defined by ProWeideland. Currently about 2000 farmers are contracted under ProWeideland.



DR. ARNO KRAUSE, General Manager of ProWeideland, Centre for Grasslands in Germany

Dr. Arno Krause is head of the Centre for Grasslands in Germany (Grünlandzentrum Niedersachsen Bremen e.V.) since 2011 and also General Manager of ProWeideland GmbH (subsidiary of Grassland Centre) since 2017. He was coordinator of the EU-Thematic Network "Inno4Grass" in the period between 2017-2020 and is now coordinator of the Thematic Network "Grazing4AgroEcology (2022-2025). He was active in setting-up the EIP-Agri since its beginning in 2012 and is member of the EU SCAR-AKIS group.

The modernAKIS Project

modernAKIS (www.modernakis.eu), a seven year Horizon Europe project covering all 27 EU Member States, aims to improve the capacities of AKIS actors to leverage their individual, organizational and systemic resources to drive transformation towards more coherent, effective and AKIS systems and the transition to a more sustainable management and use of natural resources in farming and forestry.

The project offers more than 50 capacity building events, 40 networking events, 7 AKIS training modules, a network and online community of AKIS actors (www.akisconnect.eu), engaged in sharing experiences and peer learning.

Interested to join the community?

REGISTER TO
www.akisconnect.eu

CONTACT
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