

Learn from Stakeholders

Part 2

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C1: Summer School in Evrotas “Start-up Farm” Phase I

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Meet Local Realities



Tsakonian Aubergine (PDO)

“The Tsakonian aubergine is by far the sweetest tasting eggplant. This distinct sweet taste is attributed to the local soil and the area’s microclimate.”

Since **March 1996**, the Tsakonian aubergine is registered among the 317 products listed as ***Protected Designation of Origin of the European Union (PDO)***, thus ensuring its exclusive cultivation solely to Leonidio producers, who in turn, meet and are in compliance with strict regulations.



Let's See....

What is Protected Designation of Origin (PDO)?



The **European Union scheme** known as ***Protected Designation of Origin (PDO)***, promotes and protects names of quality agricultural products and foodstuffs.

This scheme is based on the legal framework provided by the EU Regulation No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs.

This regulation (enforced within the EU and being gradually expanded internationally via bilateral agreements between the EU and non-EU countries) ***ensures that only products genuinely originating in that region are allowed to be identified as such in commerce.***

The legislation first came into force in 1992.

The purpose of the law is to protect the reputation of the regional foods, promote rural and agricultural activity, help producers obtain a premium price for their authentic products, and eliminate the unfair competition and misleading of consumers by non-genuine products, which may be of inferior quality or of different flavour.



Leonidio's Agricultural Cooperative

The Agricultural Cooperative of Leonidio ***was founded in 1954*** and was ***named "The Agricultural Credit Cooperative of Leonidio, Saint Leonidas."***

The Cooperative membership is high with over ***500 members, all of whom are agriculturists in the Leonidio valley.***

Today, the primary activities of the cooperative are the ***gathering, marketing*** and ***standardization of the basic agricultural products of Leonidio*** {Leonidio's aubergines (eggplants), citrus fruit (oranges, tangerines), various greens}.

Main Roles of the Cooperative

- ◆ Providing farmers with expertise regarding the supply and use of agricultural utilities (*fertilizing, animal feed, plant chemicals and equipment*);
- ◆ Provision of services in terms of subsidies and government funding.

Main Goals of the Cooperative

- ◆ Support the agriculturists of Leonidio
- ◆ Promotion of agricultural products produced in the valley of Leonidio;
- ◆ Maintain their culture and traditions;
- ◆ Enhance their hometown.



“Despite the rapid growth of local tourism over recent years, we firmly believe that agricultural production must be highly maintained as it comprises the most stable foundation for economic development.

Furthermore, we are certain that all the prerequisites exist to ensure a coalition of these two sectors- agriculture and tourism, so to be able to function toward desirable mutual interest as a large percentage of agricultural production can easily be consumed by tourist consumption. It is, however, of vital importance that local products are of the best quality and an integral part of Leonidio’s customs and culture.”

Leonidio’s Agricultural Cooperative

Kefalas Village - The Organic Village in Therapnes, Sparta

“A unique Organic Farming Pocket”

Kefalas is a Village located in Therapnes in Laconia in the Peloponnese Region of Greece, at an altitude of 400 meters and its current population is 320 residents.

Its inhabitants have always been occupied with agriculture and livestock farming.

Organic farming started in 1995 with the instigation of the community president and founding member of the group of the producers.

From the very beginning, ***almost all of the farmers of the village were integrated into organic farming***, resulting in the creation of the only ***“Organic Farming Pocket”*** in Greece.

Subsequently, the interest in the production of organic products was extended to livestock farming and that resulted in the integration of a large number of animal breeders of the region, who were also included in organic livestock farming.

As a result, ***the 40% of the total population of the village*** currently consists of ***people under 45 years old***, who have made investment plans for improvement, as they joined the ***"Young Farmers Scheme"***.



Motivation

The motives that led into this kind of cultivation were:

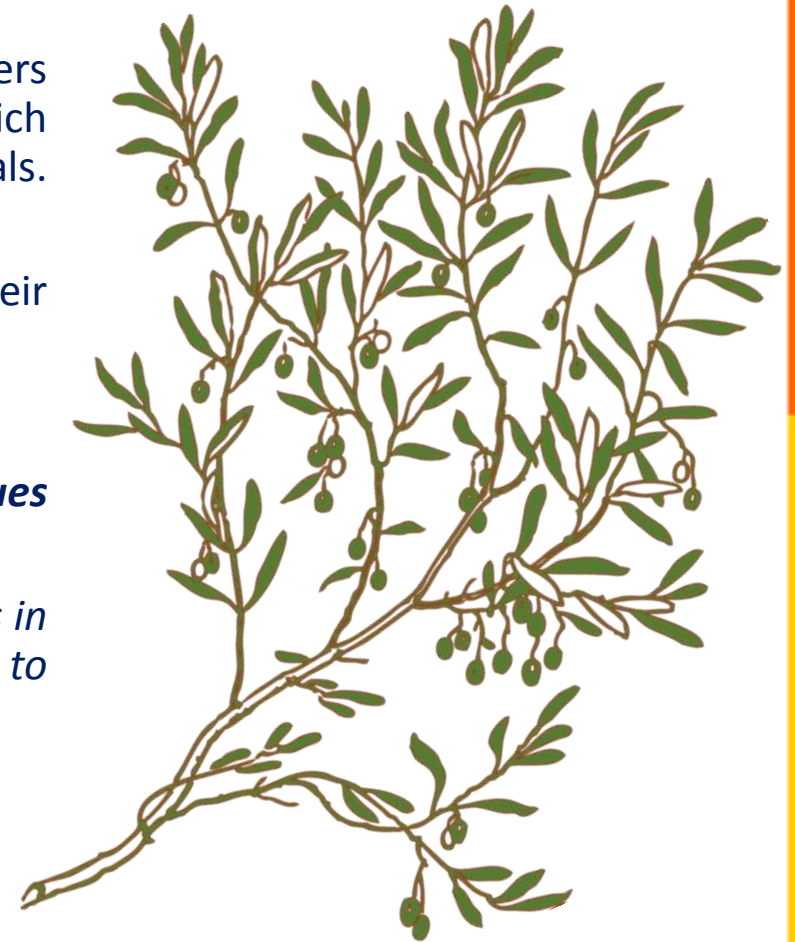
- ◆ Cleanest environment
- ◆ Better health (*farmers – consumers*)
- ◆ Quality products (*and therefore more desirable from the consumer*)
- ◆ Significant role has also been played by the existence of several young people in the village and, respectively, their new ideas!

In the Village, over an area of 600 hectares of fertile land, at an altitude of 400 meters with excellent weather conditions they cultivate olive trees, using techniques which respect man and his environment without any chemicals.

This organic cultivation started in 1995 and in order to produce and trade their products in a better way, they have founded the company KEFALAS-SPARTA S.A.

The prime aim and concern of the company is the ***strict application of the techniques and methods of organic agriculture***, at every stage of the production process.

(tree cultivation without the use of chemicals and fertilizers, harvesting of the olives in a traditional way, crashing at low temperatures, packing, storing and distribution to the consumer under the continuous supervising and inspection).



A Young Farmer

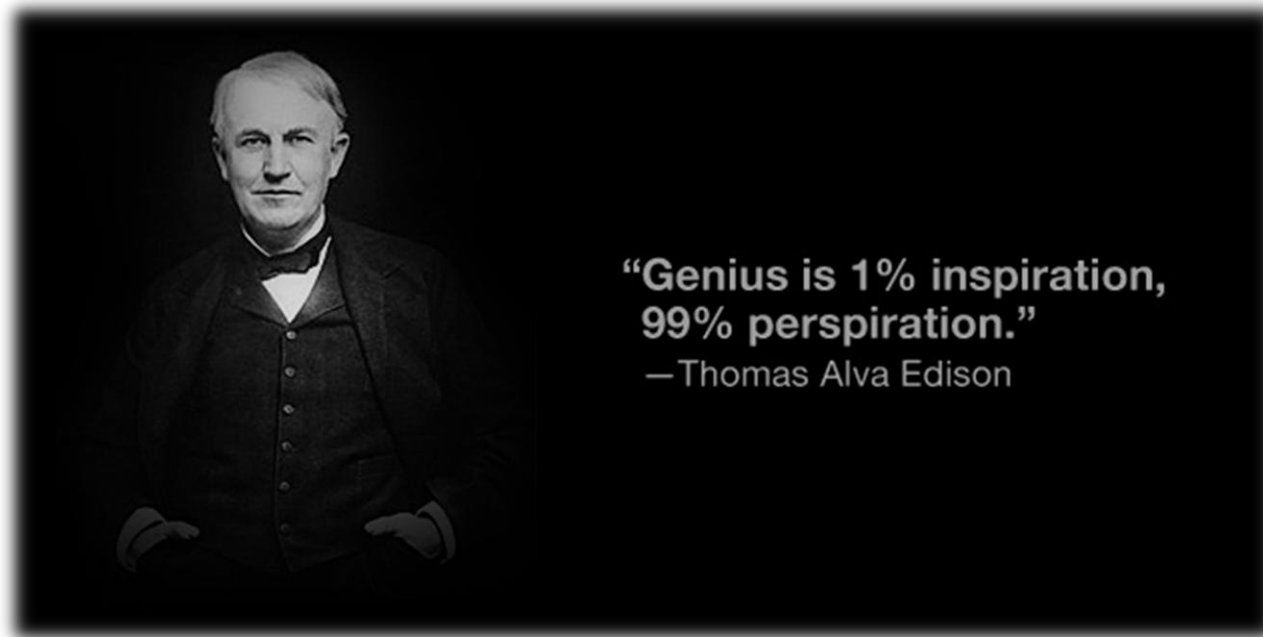


Greece - To start a farming activity.mp4



Behind a successful person, company or product, inspiration has a very important role to play. Practically, inspiration is a magical feeling overwhelming you, or a fairy who just whispered in your ear to get up and give it a try.

It is the reason why something becomes a success, and come out the way it is. These inspirational stories of people, companies and products will convey the right ideas, feelings and effects to you.



Made in Greece

The famous tomatoes “Kyknos” (Swan)

A 103 year old Success Story - Produces 2,100 tons daily!



From the city of Nafplio (seaport town in the Peloponnese in Greece) in 1911 to the crisis of the 21st century, the Greek company "Kyknos" manages not only to maintain its financial strength, but also to further expand its horizons abroad.

The Story over the years

The Canning Industry had started its activities back in **1911** as a small packaging centre of vegetables and tomato paste.

The small packaging centre was established by the brothers Michael and Kostis Manousakis in Asini in Argolis (Peloponnese – Greece), while in 1915, under extremely difficult conditions, the statute of **the 1st in the Balkans, “Greek Public Limited Liability Company”**.

Today, the Company “Kyknos”, which is operating over a century now, has been a leader in the Greek market and has achieved a remarkable export activity.

“Kyknos” company constitutes an exclusively **Greek enterprise engaged in the production and packaging of tomato, fruit and vegetable products.**

The first foundations of today's enterprise were built during the summer of 1911, when Michael Manousakis, still working as a Professor of Physics at the Gymnasium of Piraeus, decided along with his brother Kostis Manousakis to compound, in Asini in Argolis, **the 1st 1,000 boxes with whole tomatoes and a significant number of tomato paste in cans.**

A few years later, in **1914** the production of whole tomatoes was increased to **100,000 boxes**, along with the participation of one more family, which also funded the small industry.

The founding of this industry, opened up new horizons regarding the processing and preserving of agricultural products of the land of Argolis- and then of other regions - which until that time a significant part of them had been rotting in the fields.

In **1928** the company proceeded to the construction of a 2nd factory in Argolis, installing and introducing the **1st machines for fast compression, in Greece.**

With an unprecedented investment for the era, the company **bought machines from the USA** and in the meantime **invested in advertising.**

As a result the shelves of the grocery stores were filled with "Kyknos" products.



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The company survived with difficulty during 1940, helping many citizens who had problems of living; and in **1960** bought the factory “Argoliki,” which was already operating in Argolis.

Three years later, in **1963**, it established its 4th factory in Savalia, Iliia (*Peloponnese-Greece*), and this constituted the occasion for the creation of the same industries, as in Argolis, which have been using local tomato production until today.

In **2005** “Kyknos”, the Greek Canning Company, the first canning factory in Greece, is the first tomato processing company that implemented, in cooperation with its farmers, an integrated system of approaching and managing the cultivation of industrial tomato.

While in **2010**, although our country entered into a financial crisis, “Kyknos” is included in the ***list of the most cost-effective businesses in the country*** (in a survey by ICAP - Strongest Companies in Greece).



During the productive period – July to September - the number of employees exceeds 400 people.

Success Story

*written by the **Greek Wine***



The crisis may have brought some slight decrease in the domestic consumption of wine in the order of 2% -3%, but now Greek wine is internationally recognized and well-established, while up to 20 white wines have made huge leaps and compete with big labels in the purchase of wine worldwide.

The increase in sales volume abroad can not be great, but the growth turnover is significantly higher, while Greek labels were introduced in the markets of South Korea, Japan, and the exports to Australia have been quadrupled.

Sales of Greek wines have been increased in volume by 10% but by 30% in value, because clients are now "shopping in a better way" and Greek wine has been classified in the premium category, that means, that a bottle can cost from 15-25 dollars.

Records of Medals and Distinctions for the Wines SEMELI

The white wine SEMELI AETHERIA 2016 (Malagousia & Chardonnay) won **6 medals in world-class wine competitions, in 2017**, while the total of the awards and distinctions that have been received this year, **by nine labels of SEMELI Land** have reached **the number of 40**.

In the world's top contest, DECANTER 2017, recently held in London, the wine SEMELI THEA MANTINIA 2015 (Moschofilero) was awarded the **Gold Medal**, while **8 other distinctions were awarded to the Wines of the Land**.



The wine ORINOS ILIOS LEYKOS 2016 (Moschofilero & Sauvignon Blanc) won the highest distinction as the "**Best White Dry Wine**", which had been also distinguished in the international challenge "**Challenge International Du Vin**", which is held every year in France.

Together with the gold medal, the wine ORINOS ILIOS LEYKOS 2016, also received **one out of the 12 Special Awards**, as it achieved the highest score of all the white wines that participated in the international competition.



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SEMELI AETHERIA 2016

The SEMELI AETHERIA 2016 wine comes from one of Greece's most emblematic vineyards, from the mountainous region of Aigialia and the Malagousia and Chardonnay varieties.

There, in the 900 meter altitude, where the sea breeze of the Corinthian Sea crosses with the cool winds and the streams of the canyons, a unique ecosystem is created - terroir which gives the wine wine-tasting power and supremacy.

THE LAND

Since **1979**, “SEMELI” has been one of the leading Greek winemaking units and one of the most important developmental investments in the wine sector in Greece.

With deep roots in long-standing traditions and the look of the future, it creates wines of exceptional quality, offering wine lovers an excellent relationship between quality and price.

The ***sunny Mediterranean climate*** and ***the extraordinary terroir***, combined with the ***expert craftsmanship of its winemakers*** and the successful blending of indigenous and international varieties, result in wines of distinct character that have earned the respect of experts and captured the hearts of wine lovers worldwide.

Having established a strong brand name in the Greek market, they are looking for new challenges and opportunities in the global arena.

THE WINERY

In **2003**, Semeli built a modern, stylishly designed winery set amidst company-owned vineyards in Koutsí, Corinthia. This state-of-the-art 4,000m² facility, is a benchmark winery at a national level both in terms of innovative layout and excellent services.

Designed with respect for the natural environment and built on a vineyard covered hillslope with a long reputation of producing vintage grapes, the Semeli winery reflects the holistic approach to modern winemaking.

Blending traditional values with the latest advances in viticulture, their winery uses a gravity-fed process that takes full advantage of the sloping terrain. From pressing to barrelling and then on to bottling, the entire process relies on the force of gravity rather than on mechanical methods that may damage the grape.

*With 15% of their revenue coming from exports mainly to the USA and the UK, their **growth is driven by 3 key factors:***

- Leveraging their human resources;
- Consistently boosting exports;
- Building long term relationships with customers by ensuring that their wines top their best buy lists.

Their primary goal is to:

- ✓ fully realize the Nemea vineyard's potential;
- ✓ support the local economy (*hiring exclusively from the surrounding communities*);
- ✓ support neighbouring growers by either advising them on the cultivation of grapes or by rewarding their efforts to produce high quality grapes through fair pricing.



thank
you