

Sur & mesure



Customized development
and investments...

from  foodstandard



The new “AGRI NSRF” as a development tool for the country

The agricultural sector has an important role in new production model of Greece, as it has been and will continue to be a major factor for economic development and social cohesion in the country.

But given that Greece is a member of the European family for the last two decades, it is required to incorporate in the exercise of its agricultural policy, the Common Agricultural Policy (CAP), the restructuring in the food production and marketing chain, the changes in the global and not only European or Greek nutrition model, the conditions for the crops brought upon by International Regulations for the protection of the environment and the extension of the use of new technologies in the traditional ways of cultivation in Greece. However, the Greek farmers can feel proud for the excellence of their products and with the appropriate marketing they may well obtain a “passport” for global markets. In addition, more and more young Greeks choose to become farmers, taking advantage of the accumulated experience of older generations and the new crops and technologies available.

For the drafting of an effective national rural policy, however, we should first deal with crucial issues such as the increase of the competitiveness of the Greek rural sector at global level, the improvement of productivity, the upgrading of rural infrastructure, the organization of agricultural production with modern collective schemes and its connection to the markets, the decryption of the rural trends, the determination of crops which would have demand, the exploitation of new technologies and the certification and standardization of products, etc.

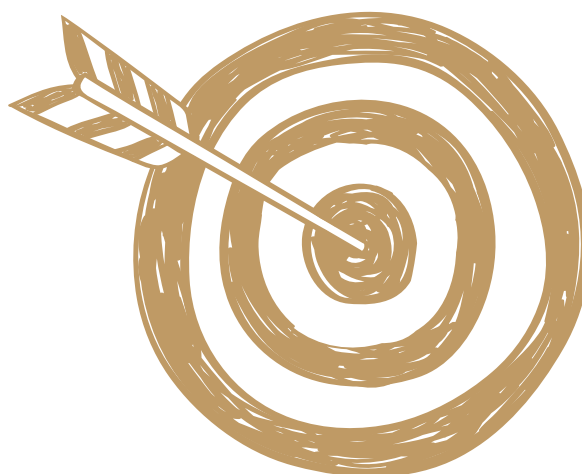
The “AgriFood NSRF” or Rural Development Program 2014-2020 with funds at €4.7 billion, which constitutes part of the total NSRF, is perhaps the ultimate opportunity for the industry to make the transition to the new era.

It is up to us to make effective use of it.

who we are

foodstandard is the leading Greek company providing services to the wider agricultural and agrifood sector. Our holistic approach meets the needs of the stakeholders from production to market, from the primary sector (farmers, producer organizations, production SMEs, cooperatives), to the enterprises and organizations active in the food industry.

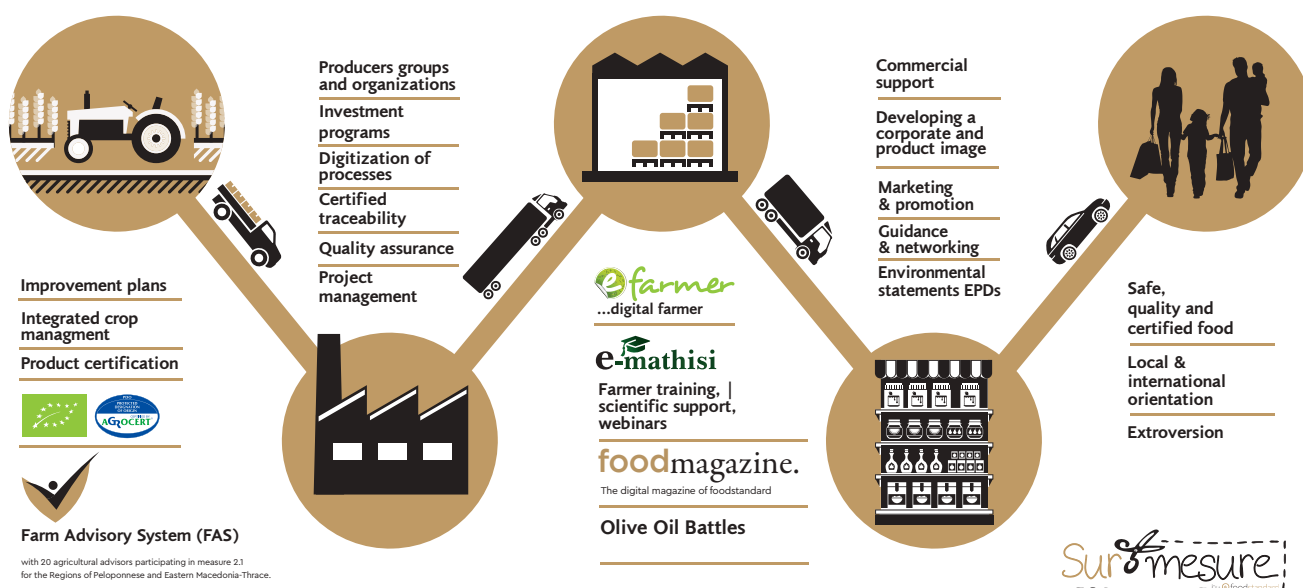
Since our establishment in 2002 until today, we have worked with more than 30,000 producers and 200 private companies and cooperative organizations, providing expertise and services which include: strategic advice, applications regarding food quality and safety systems, financial support services, digital production monitoring systems, technical studies for investment and other national and EU programs, business plans, marketing, branding and communication.



We identify with the objectives of all stakeholders in the Greek agrifood chain

We are a solutions oriented company. We combine our deep and thorough knowledge of the market and industry with the realities prevailing in the international market trends, so as to produce the most effective proposal that meets the unique needs of each customer or each project.

our holistic approach...



What we provide to producers and food companies

Services to small and medium-sized food enterprises (SME's)

 <p>Small and medium-sized processing firms</p> <p>Groups / organizations of producers (EU Reg. 1305/2013) Producer cooperatives (Law 4015) Private Sector (S.A. LTD, etc) (G.E.M.I.)</p>	<p>1 organization & monitoring of suppliers to SMEs</p> 	<p>2 innovations</p> 	<p>geographical distribution of food companies</p> 
	<p>3 promotion & marketing</p> 	<p>4 financial support services & mentoring</p>	

Services to farmers / breeders

 <p>farmers</p>  <p>livestock breeders</p>	<p>1 certified quality systems</p> 	<p>3 interconnection with SMEs</p> 	<p>geographical distribution of certified producers</p> 
	<p>2 continuous training and education</p> 	<p>4 innovations - entrepreneurship</p>	

our corporate structure



measurable results

803

COMPLETED PROJECTS

70

ACTIVE CLIENTS

48

CERTIFIED TRACEABILITY SYSTEMS

11

INNOVATION PROJECTS

30.000

CERTIFIED FARMERS

410

CERTIFIED QUALITY SYSTEMS

3

PROMOTIONS PROJECTS

65%

CUSTOMER LOYALTY
10+ YEARS

12

PDO / PGI studies

our clients



our clients

 PHILIP MORRIS INTERNATIONAL	ΑΓΡΟΔΙΑΤΡΟΦΙΚΗ ΣΥΜΠΡΑΞΗ ΠΕΡΙΦΕΡΕΙΑΣ ΑΤΤΙΚΗΣ	 ΣΚΛΑΒΕΝΙΤΗΣ	συνεταιρισμός Καλαβρύτων	 QUALITY 4kalamos	 ENGRAVED PLACH
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DEVELOPMENT MEASURES

Cofinanced Development Programmes

Rural Development Program

RDB 2014-2020

(PILLAR II)



The foodstandard approach

foodstandard's team of experts plans and implements integrated work programs in accordance with the prerequisites, with measurable results, contemporary methodology and useful tools.

Through our many years of experience we have gained a complete picture of both the needs of the area and the ways in which the Community Programs can provide solutions to development issues.

Guiding our customers to understand the environment and the requirements for inclusion in the new RDP 2014-2020, and how they can exploit the full potential of the individual measures, in order to succeed in their business effort and to become more competitive through the appropriate combination of actions.

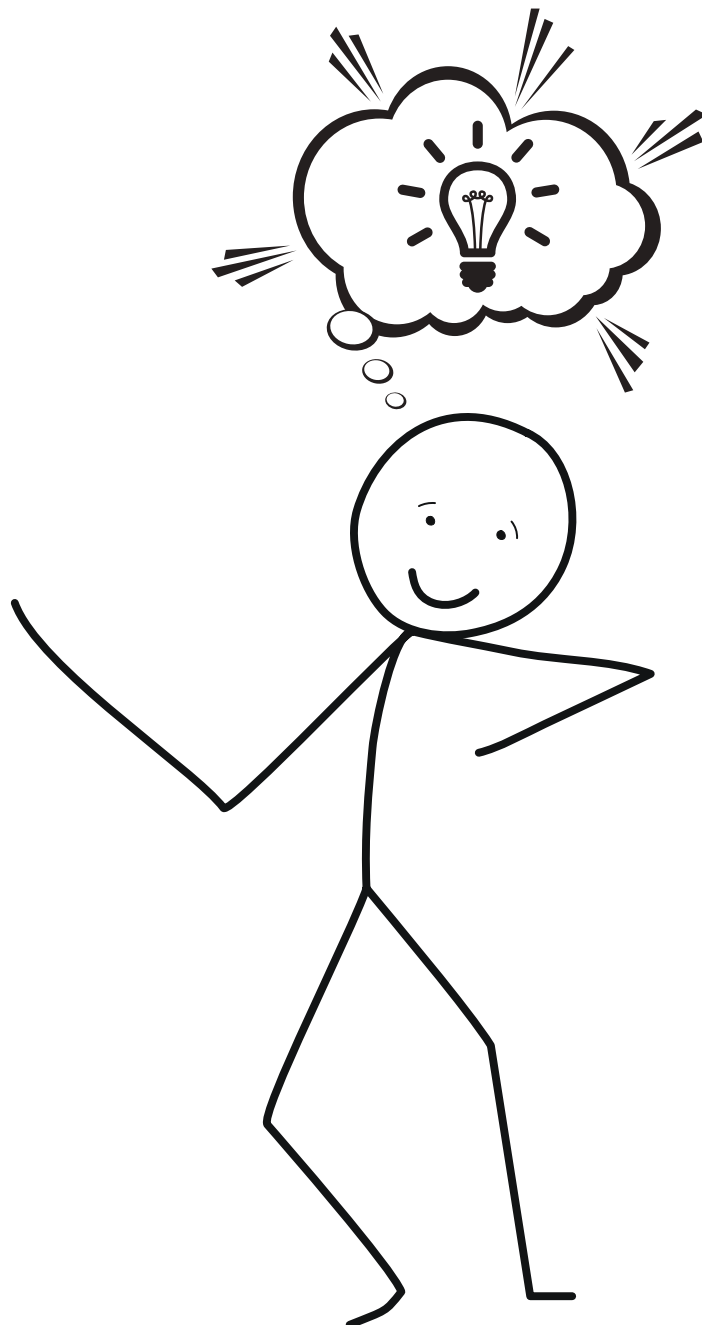
For this reason, our approach is holistic/global and at the same time specialized: First, we help cooperatives and private companies, as well as producer organizations, to identify and to formulate precisely their business objectives based on solid strategic planning, always with a view to development.

Second, we undertake the implementation of all next steps from the drafting of the business plan and the submission of the study for evaluation, up to the management of the project.

Tell us your needs!

Customized
**DEVELOPMENT -
INVESTMENTS**
from

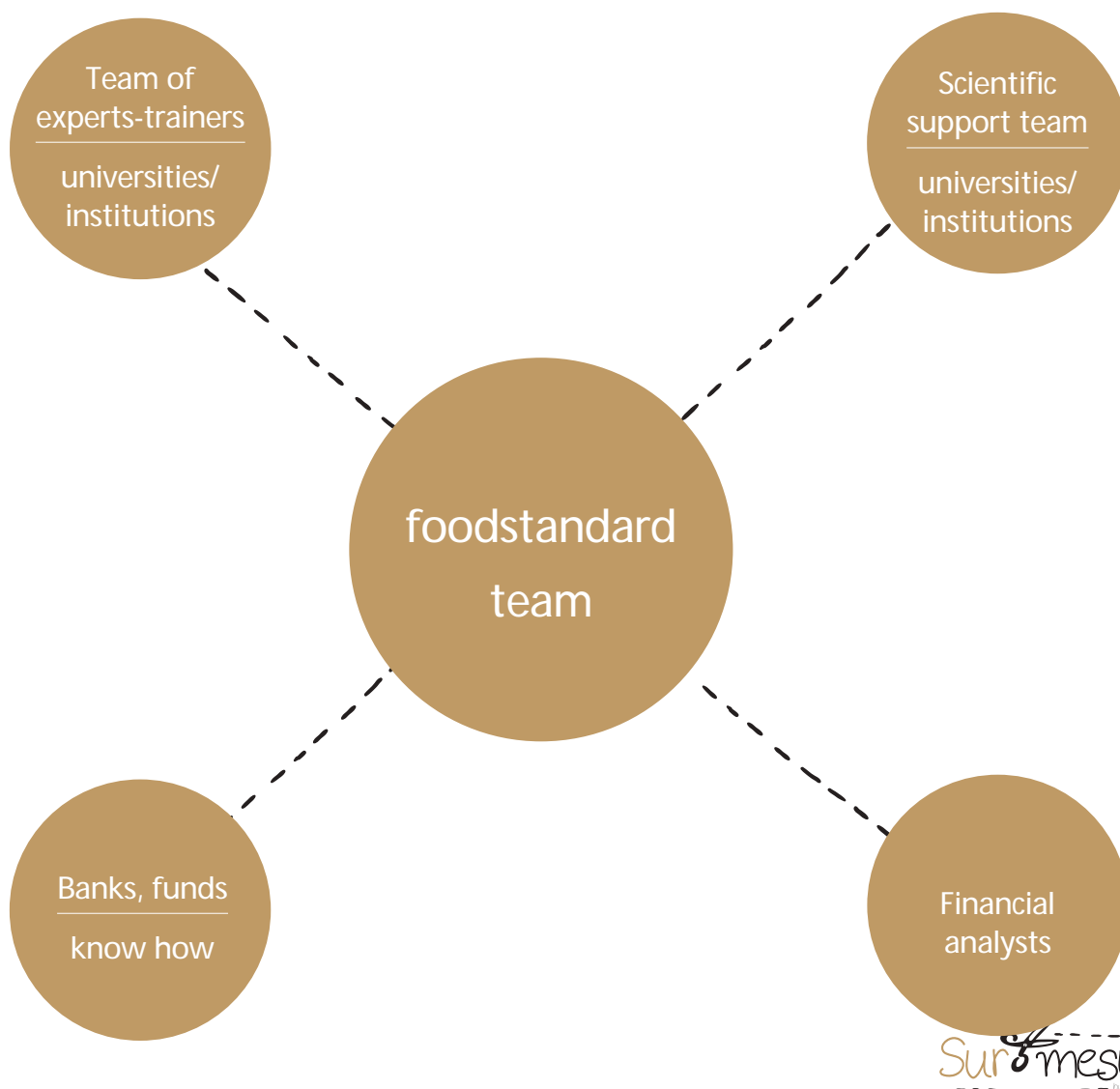
 foodstandard

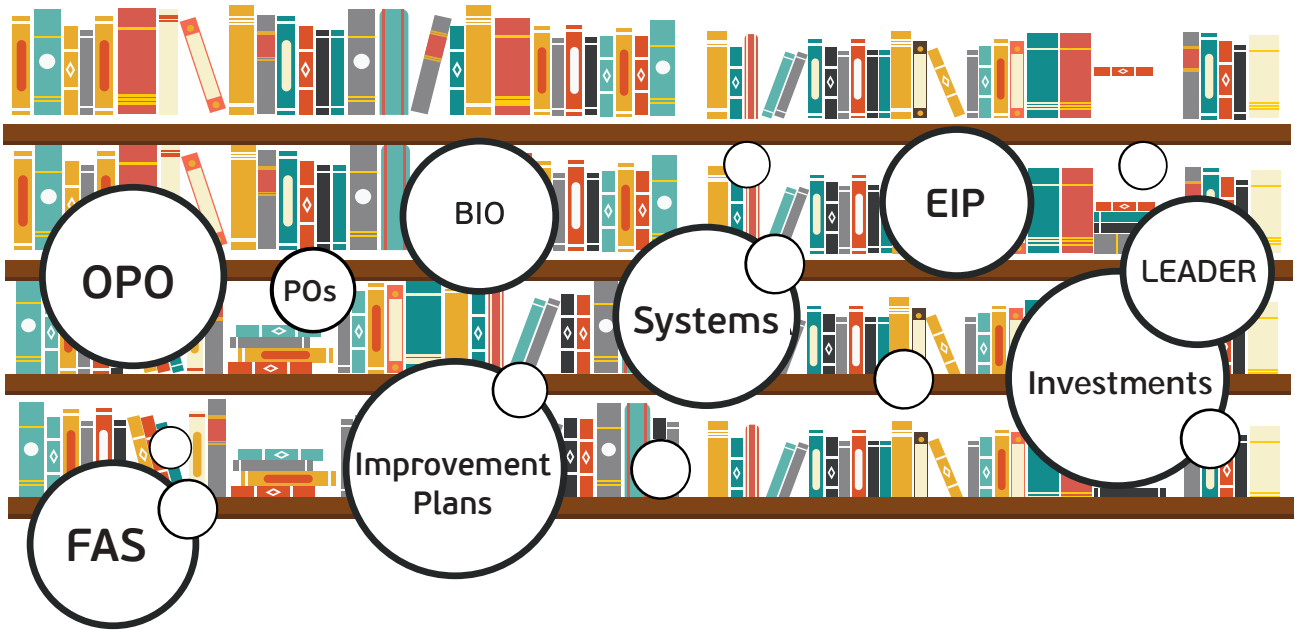


Our experienced and dedicated team

The expert executives of foodstandard feature extensive to wide experience in the management of Community programs. By taking advantage of the flexible, multi-layered structure of the company, each executive offers customers the expertise needed at each stage of the project by helping them to successfully implement their business plans and to make their visions come true.

Our people together with a wide network of associates and scientists throughout the country, stay in touch with the latest developments, know perfectly well the environment and the needs of the industry and are therefore in a position to offer an appropriate solution depending on the unique characteristics of each project and customer.





Tell us your needs



Investments, innovation, competitiveness

In the production chain, all links are precious.

A critical parameter of every development effort is, however, the grouping of farmers within Producer Organizations so as to meet the growing demands of competitive agriculture by implementing standards for modern and quality production, exploiting continuous support and education services, reducing the cost of production and gaining a more efficient negotiation advantage for their products.

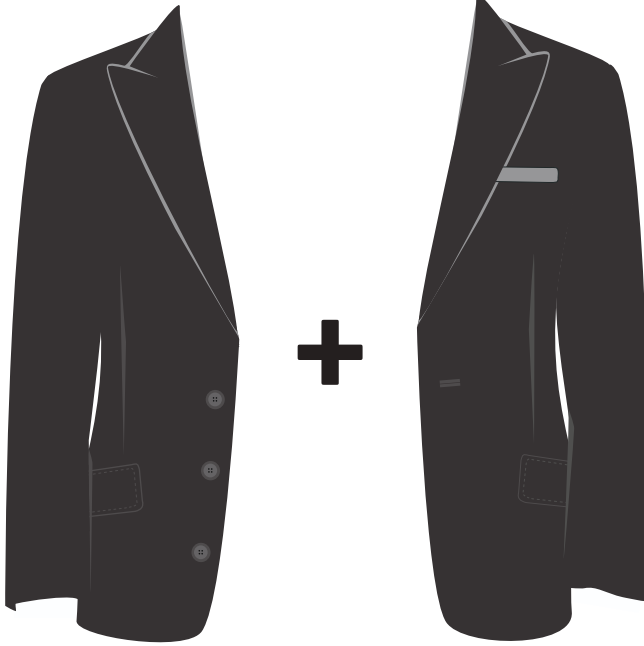
Farmers would then be the beneficiaries of the implementation of the basic Measures of the new RDP 2014-2020, such as:

Producer Organizations Improvement Plans

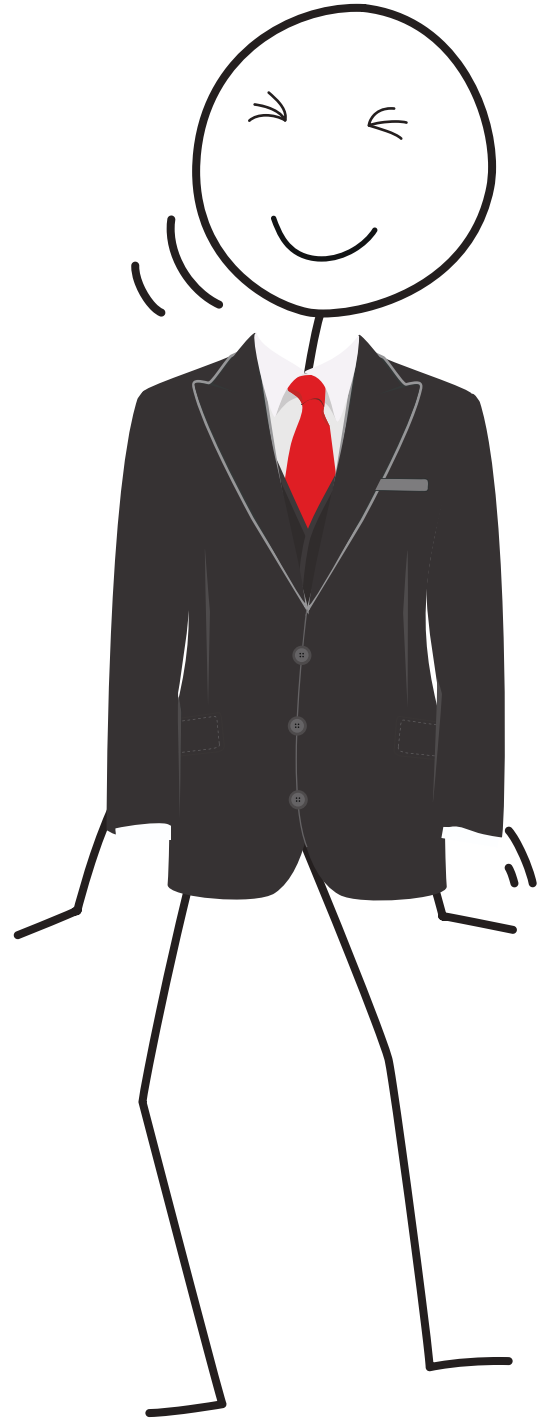
Responding to multiple challenges the aid funds are available for machinery, irrigation networks, investments in RES and experimental crops. Because of their importance, the subsidy increases the amount of the aid by 20%.

Investments

- Investments in infrastructures related to the development and modernisation of agriculture
- Investments in the processing, marketing and development of agricultural products
- Establishment of new and modernization of existing facilities
- Eligibility: Building facilities, machinery, quality systems, digitalization and organization, logistics, wastewater treatment
- Eligible sectors: fruit and vegetables, wine, fish, meat, olive oil, olives, aromatic plants



50% + 20% = 70%
feasibility study
business plan



Ability to use measures which promote knowledge, innovation and education in the field

Creation of new and adjustment of old Producer Organizations

A prerequisite for the group of farmers to become a production unit is the formation of producer Organizations based on the regulations of the new CAP (EC 1308/2013) and the recognition by the Member State with the issue of national eligibility criteria.

Farm Advisory System (FAS) on agricultural holdings

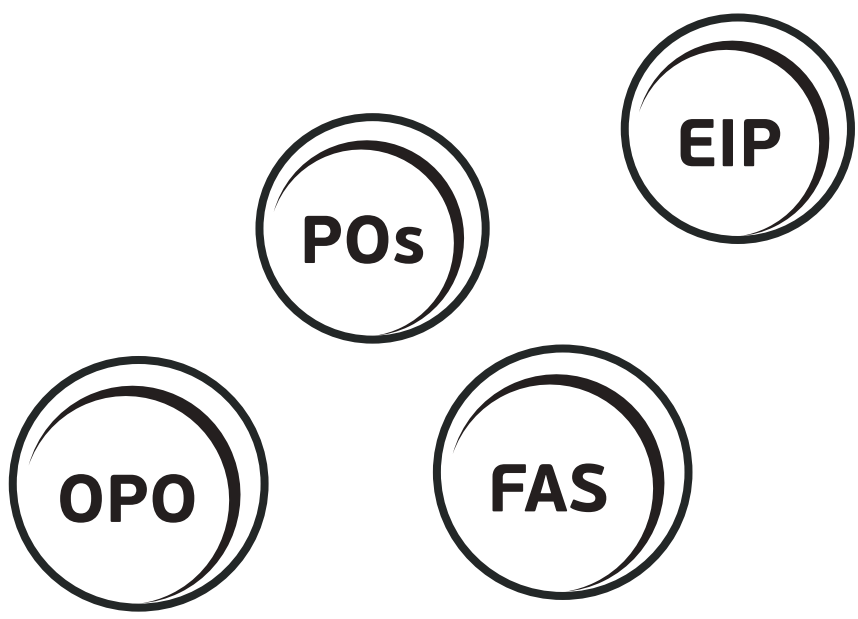
- One of the most important measures of Pillar II of the new CAP at Community, national and regional level.
- Responds to the need of the farmer and the livestock breeder for overall support from agronomists, veterinarians, economists.
- Aims to better education, the correct production and response to the needs of the market for quality and competitive foods and raw materials

European Innovation Partnerships (EIP)

- Transfer of university research to the primary sector and the processing enterprises.
- Business Plan for the solving of a technical problem in the production process or a produced product.
- Areas of application: New products, packaging, environment, energy, waste utilization, fight enemies / diseases.

Olive Producer Organizations (OPO)

They are not part of the new RDP 2014-2020, since they come from the withholding of 2% of the subsidies to olive producers. They aim to the modernization of existing infrastructure and the improvement of the quality of olive farming and are already implemented successfully by the majority of the olive sector operators of the country.



87,5% 100%





“Enjoy, it’s from Europe”: The new promotion policy of the European Commission

The new promotion policy of the European Commission, through its promotion programs for agricultural products, plans to assist professionals in the agricultural sector to enter international markets or to strengthen their presence in them and to alert consumers as regards the efforts made by European farmers.

The program of 2016 is aimed to selected third countries with the highest growth potential, especially in sectors in which they face particularly difficult market conditions such as dairy products and pork.

To achieve the objective, the Commission will allocate more funds, will increase the percentage of cofinancing and will reduce bureaucracy in the approval of the relevant projects.

Covers 85% of the expenditures for Greece and Cyprus

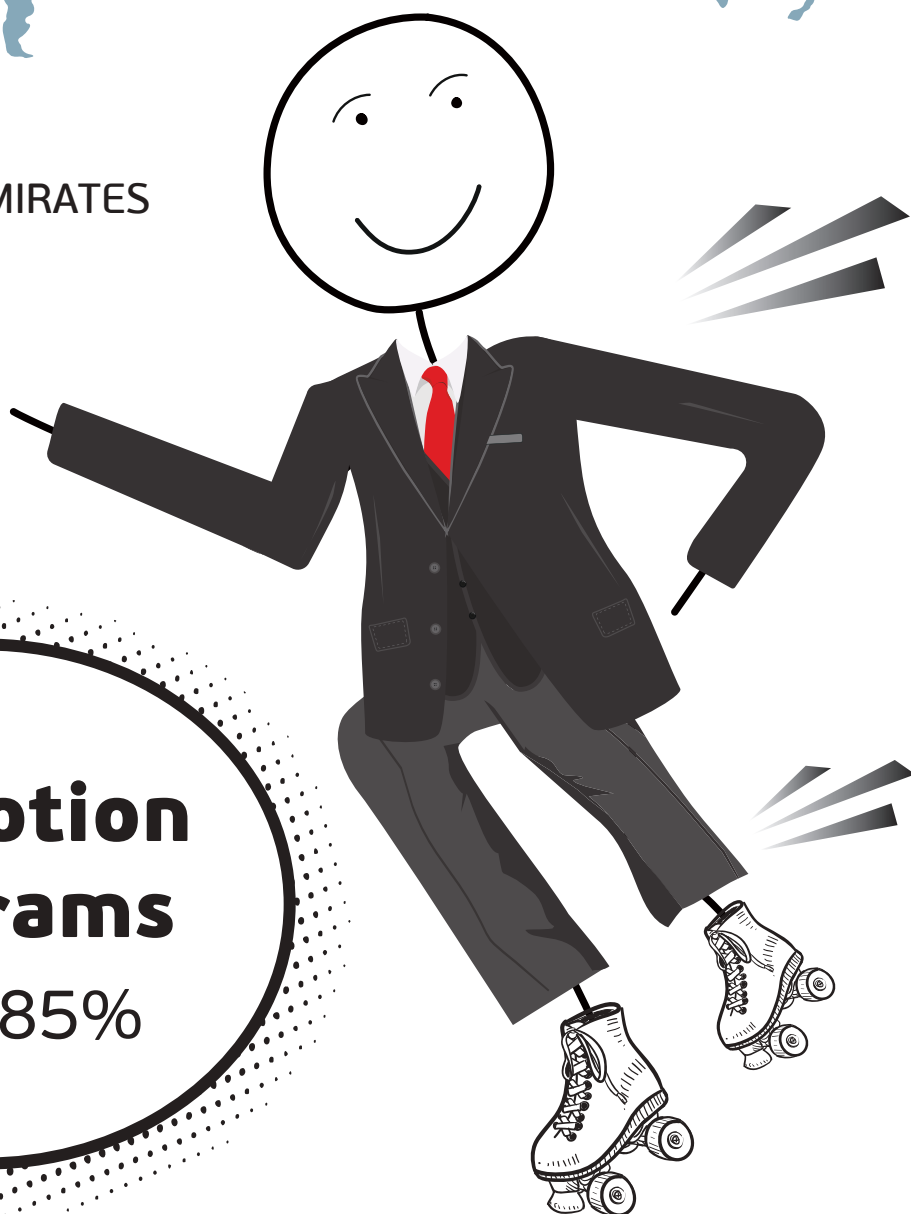
These measures form part of an initiative for a gradual increase in the EU budget available for promotion, from €61 mil. in 2013 (when the new rules were proposed) to €200 mil. in 2019. In accordance with the new rules, the percentages of EU co-financing will increase from 50% to 70% - 80% (85% for Greece and Cyprus), while the national cofinancing is hereby repealed. The program of 2016 is aimed to selected third countries with the highest growth potential, especially in sectors in which they face particularly difficult market conditions such as dairy products and pork.

In accordance with the Regulation:

- The list of eligible products is extended, including processed products as referred to in the presentation of DG AGRI.
- For reasons of speeding up the procedures, the pre-assessment of programs by the Ministry of Agriculture and Food is abolished
- It provides the possibility of referring to a supranational origin, such as the Mediterranean diet or island life/products.



- USA
- RUSSIA
- EU
- GREECE
- UNITED ARAB EMIRATES
- CHINA



Promotion Programs
75%-85%

strategic partnerships



Urbact

Participation in the initiative of the Municipality of Athens ‘Sustainable Food in Urban Communities’ in the context of the program European Territorial Cooperation Urbact program II for the design and implementation of actions in the areas of food production and distribution in Athens and in the diet of the inhabitants of the City.



Vertigeen

Development of educational material and good practice directives for the treatment of the vertisilio disease of the olive tree.



Leonardo da Vinci

Development of a special online training platform with a view to provide innovative knowledge and training for farmers on best practices and skills development issues in collaboration with the Ministry of Rural Development and Food, public entities and private companies from Turkey, Cyprus and Lithuania.



Region of Northern Aegean

Technical advisers in establishing the Agri-food Partnership of the region.



Region of Crete

Technical advisers in establishing the Agri-food Partnership of the region.



EDOEE

Registration and evaluation of 26 PDO Olive oil and olives with physicochemical and organoleptic evaluations.



PEMETE

Establishment of the first Taste Panel for table olives.



18 Οικονομία ΕΠΙΧΕΙΡΗΣΙΑΚΑ ΝΕΑ

Το νέο «αγροδιατροφικό ΕΕΡΙΑ» σαν εργαλείο ανάπτυξης της χώρας

18 ΑΓΡΟΔΙΑΤΡΟΦΙΚΟ ΕΕΡΙΑ - Ο υπουργός Αγροτικής Ανάπτυξης και Τροφίμων, Κώστας Γεωργιάδης, ανακοίνωσε ότι η νέα επένδυση για την ανάπτυξη της αγροτικής οικονομίας, με την ονομασία «Αγροδιατροφικό ΕΕΡΙΑ», είναι ένα «αποδοτικό εργαλείο» που θα δώσει ώθηση στην ανάπτυξη της χώρας. Ο Γεωργιάδης δήλωσε ότι η νέα επένδυση είναι «αποδοτικό εργαλείο» που θα δώσει ώθηση στην ανάπτυξη της χώρας. Ο Γεωργιάδης δήλωσε ότι η νέα επένδυση είναι «αποδοτικό εργαλείο» που θα δώσει ώθηση στην ανάπτυξη της χώρας.

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19 Αγροτική Οικονομία

Με ποια στρατηγική θα αναπτυχθεί το αγροτικό επιχειρείν στην Ελλάδα

Το νέο «αγροδιατροφικό ΕΕΡΙΑ» είναι ένα «αποδοτικό εργαλείο» που θα δώσει ώθηση στην ανάπτυξη της χώρας. Ο Γεωργιάδης δήλωσε ότι η νέα επένδυση είναι «αποδοτικό εργαλείο» που θα δώσει ώθηση στην ανάπτυξη της χώρας.

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17 Αγροτική Οικονομία

Αξιοποιήστε τα εργαλεία που προβλέπει η νέα ΚΑΠ

Ο Γεωργιάδης δήλωσε ότι η νέα επένδυση είναι «αποδοτικό εργαλείο» που θα δώσει ώθηση στην ανάπτυξη της χώρας. Ο Γεωργιάδης δήλωσε ότι η νέα επένδυση είναι «αποδοτικό εργαλείο» που θα δώσει ώθηση στην ανάπτυξη της χώρας.

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Δημιουργία επενδυτικού fund από τη foodstandard

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ΣΤΕΛΙΟΣ ΔΡΥΣ

Προς μια επιχειρηματική λογική με όχημα τη νέα ΚΑΠ

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Best Success Stories

Στέλιος Δρύς, Πρόεδρος του Ινστιτούτου Αγροδιατροφής Food Standard

Ο αγροδιατροφικός τομέας είναι για την Ελλάδα ένας «ακρυμμένος θησαυρός»

20 χρόνια

Best Success Stories

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