

RURAL LIVING LAB IN THE PRODUCTION OF FRUITS AND VEGETABLES



LIVERUR Pilot Region: **Latvia**
Square km: **64 589 km²**
Population: **1,92 millions**
Political region: **Latvia**

DESCRIPTION

Fruit and vegetables growing have potential in Latvia, but challenges are mainly lack of cooperation between the growers and the food processors, as well as between the food chain members; cooperatives are slowly starting to develop, lack of knowledge and motivation for cooperation; improvement of knowledge about the production of high quality fruits and production of high value and innovative products.

3 Living Labs

Farm Klives



ZELT Ltd Farm



Mezaciruli Ltd Farm



LIVERUR - 773757



 Environmental & Climate	Latvia has a pleasant weather in summer and a cold one in winter. The average annual air temperature is +5.9°C. The average annual precipitation is 667mm. Vegetation period: 175-195 d/y. Sunshine of 1,790 hours a year, May-August: 10-12 h/d, November-January: 2-3 h/d. Fertile soil.	
	Orchards and fields, depending on production practices, are subject to studies on how the agricultural sector can reduce its contribution to climate change.	
	Climate and soil favourable for the production of certain crops, fruit and berry.	
	Problem for fruit growing: frequent temperature fluctuations during winter.	
 Economic context	Dominant BM: Rural SMEs.	
	Growing vegetables and fruit and berry using old traditions.	 
	Supply for locally grown fruits and vegetables still does not meet the growing demand. Very small internal market, high import percentage.	
	Subsidies for establishment of orchards - areas of fruit plantations are growing.	
	Lack of cooperation and knowledge about cooperation for some sectors.	 
	Lowest EU subsidies.	
	Low availability of the investments, high interest on loans.	
 Societal Context & Social Infrastructure	Low salaries for employees. Lack of workforce.	
	Insufficient cooperation is an obstacle to fostering development of fruit growing - lack of knowledge on and motivation for cooperation.	
	Decreasing number of inhabitants in rural areas, emigration.	
	Structural differences with western Europe due to historical events (Soviet time heritage).	 
	Access to the labour, especially in harvest season.	
 Rural technical infrastructure	High centralization and depopulation of countryside.	
	Good external logistics conditions.	
	Bad quality of roads in rural areas: weak internal transport infrastructure and logistics, bad quality of rural roads.	
 Legal & institutional framework	High speed broadband, but low digital competences.	 
	Special taxation system for seasonal agriculture sector, reduced VAT for fruit and vegetable.	
	Access to scientific support for the development of innovative products.	
	Legal framework for cooperation.	
 Food Security & Safety	Comparatively good collaboration/relation of the Latvian and the EU governments, involvement/participation in the decision making process.	
	Demand for different types of local fruit and vegetable is still higher than the supply.	 
	Quality certification systems are available, but they are not affordable for small farms.	 
	Highly qualified state institutions' specialists supervise the sector. Good legislative acts.	
	Producers follow the rules and requirements.	
Diversity of crops possible, but will be market driven, demand should be created.		