

RURAL LIVING LAB IN RAISING PRODUCTION AND TRANSITION FROM TRADITIONAL TO MODERN BUSINESS MODEL

TR33 REGION



LIVERUR Pilot Region: **TR33 Region**
Square km: **13 269 km²**
Population: **1 401 601 inhabitants**
Political Region: **Manisa Province, Turkey**

DESCRIPTION

“Trends in global markets suggest there are huge opportunities for the TR33 region, which has sound basis both organic and branded food production capabilities, however the main obstacle appears to be the scale of the operations and a very slow transition from family-owned and operated business model to more institutionalised management practises, which will be one of the main training opportunities within this project. So, we would like create new business models for the transition and help companies to take place in this economic change.”

Organic food







The organic food movement should continue growing in popularity as consumers become increasingly aware of pesticides and genetically modified foods. The biggest obstacle to further growth is cost of producing, supplying and purchasing organic products, so those that can balance cost with an organic approach are likely to find favour with consumers.



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 Economic context	Dominant business model: Food and drink. Turkey is the world's 7th largest agricultural producer overall; world leader in the production of dried figs, hazelnuts, raisins, dried apricots and honey. The TR33 region is one of the leading three regions.	😊
	Large and growing food and agriculture industry.	😊
	Traditional models of production, processing and trading.	
	No space for new models.	✘
	Small entities need solutions.	✘
 Societal Context & Social Infrastructure	Traditional models of production, processing and trading.	
	No space for new model.	✘
	Small entities need solutions.	✘
 Rural technical infrastructure	Tailored for small entities.	
 Legal & institutional framework	Development of new financing models.	
	Legal, institutional framework for new models.	✘
	Small entities need solutions.	✘