Fecoam bets on new management systems to improve agricultural competitiveness

The Federation of Agricultural Cooperatives of the Region of Murcia (Fecoam) **participates in a European project under the name of** 'Social Innovation in land management (INNOLAND)'**, whose objective is to develop new agricultural management systems that increase competitiveness and avoid the abandonment of arable land. This initiative is part of the** National Rural Development Program**, financed by the** Ministry of Agriculture, Food and Environment **and the** European Agricultural Fund for Rural Development (EAFRD)**.**

> The objective of the operating group in which Fecoam participates is to modernize the organization and exploitation of plots at risk of abandonment

In this way, the participating organizations and entities will propose more modern management models adapted to the current needs, which will optimize the production of citrus, fruit and other vegetables, thus enhancing the commercialization of production.

In this sense, the lines of action proposed to develop the program are the orientation towards improving the competitiveness of citrus fruits, stone fruits, nuts and vineyards, joint management and management of plots using different models, as well as incorporation of new varieties of crops more profitable and a production more planned and adapted to the demands of the market. *In addition, the INNOLAND project will design new exploitation strategies following profitable and*

environmentally friendly agricultural practices, within organizational innovation experiences in the sector's companies.

> The products on which the European initiative is intended to be carried out are plots of citrus fruits, stone fruits, nuts, vineyards, watermelons and other vegetables in the open air

The operating group consists of an SME, a large cooperative enterprise, relevant entities of the Spanish cooperative world, a foundation oriented to the promotion of knowledge in the agro-food sector and a university, as an agent of innovation and knowledge provider.

Fecoam participates in the INNOLAND program as a representative organization of regional cooperative companies, providing advice and training in the results obtained to all its members, being also indispensable link to gather data and experiences in the companies that apply the tools that are developed, on All in areas with fruit orchards, vineyards and nuts.

The regional federation of agricultural cooperatives brings together 80 agrarian entities, SATs and cooperatives, which together have about 20,000 farmers and stockbreeders, with a turnover of the entities that make up that exceeds 900 million euros.

Source: Fecoam

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