Magrama rewards innovation and originality of rural female entrepreneurship

Minister of Agriculture, Food and Environment, Isabel García Tejerina, and the Commissioner for Agriculture and Rural Development of the European Union, Phil Hogan, have delivered at the headquarters of the Ministry, the Awards of Excellence for Innovation for Rural Women 2016. In this seventh edition, the awards have been granted to eight women's projects in Andalusia, Asturias, Cantabria, Castilla - La Mancha, Castilla y Leon, Navarra and Valencia.

These awards are a recognition of original and innovative projects of rural women, based on farming, food processing and complementary and diversification, promoting entrepreneurship and employment of women in the territory activities.

> The awards of this edition were awarded to eight projects presented in the categories "Excellence for innovation in farming" and "Innovation Excellence in diversification of economic activity in rural areas"

Awards by category

"Excellence for innovation in farming"

Four projects have been awarded in this category:
• "Justina de Liebana" Santander. A company created by a rural woman and now run by his daughter, which is dedicated to the production of organic residue and spirits, with vineyards and own distillery.
Made a powerful marketing campaign, with a more modern and attractive design, demonstration workshops in food fairs, appearances in magazines and culinary magazines.

• "Innovation and introduction of new crops" of Huelva. A project based on the implementation of a new species growing in the province of Huelva, persimmon sharoni. The family company in the Andalusian agro-food sector, Grupo Medina, propeller of strawberry production in Huelva, introduced persimmon sharoni in the late 80. With a significant investment in R + D + i has ended up being a reference in the cultivation this variety, thus diversifying the crop. Today is world leader in production of persimmons and their products exported to the 5 continents.

• "Masía Ana. Intergenerational Agroecology", Castellon. Organic farming activities managed by women, which also made performances recovery of native varieties, promotion and training in organic farming. The project provides an innovative approach to citrus sector, recovering local varieties promoting their conservation, improving performance and providing a respectful view of the environment.

• "The Ecological Kirinal" Albacete. The project is based on the installation of an ecological eggs farm in Ayna, complementing farming of olive oil organic extra virgin. Organic production of eggs and olive oil has been accompanied by marketing activities with the design of a corporate image.

The farm operates with responsible use of energy and natural resources, respecting biodiversity and ecological balance, protecting soil fertility and water quality. It is based on sustainable projects, efficient in obtaining quality products that respond to consumer demand and integrate marketing strategies and promoting agricultural and livestock activities.

"Excellence for innovation in diversification of economic activity in rural areas"

It has been awarded the prize for four projects:
• "Salvad the guirra sheep" in Ayora, Valencia. An initiative driven by a woman to save the Valencian guirra breed of sheep, endangered, and in an almost deserted area. The aim of the project is based on breaking the lines of consanguinity sheep, study the racial prototype and zoometric parameters, feasibility, production index, create the Aguirra (Association of Ranchers Valencians of Guirra Raza), determining it as a race not Valine, get the quality brand and create

Cattlemen's Association Valencians Lamb of Pasto.

• "Classroom Cabrales cheese" of Sotres. Asturias. The project focuses on creating an innovative company for the production of cheese cabrales, based on the experience of a small business family tradition. It also develops activities as "Aula del Queso Cabrales", where it has been created a space for guided tours tourism. The cheese factory, thanks to the complementary outreach activities that develops, is an example of entrepreneurship for women and youth in rural areas, demonstrating the possibilities of creating employment through generational change,

• "Exclusive. Local logistics "of Soria. Changing a business model towards a system of social innovation, which seeks to meet the basic social needs in rural areas of the province of Soria. Based on the needs identified is done a distribution home of agrifood products and services demanded in unpopulated areas of Soria, serving about 3.000 families, with no added cost to the beneficiaries, since it is assumed by providers with a percentage of the volume selling. The new business model of social logistics contributes to set population in the territory in sensitive areas.

• "Ernaizu S. Coop" of Navarra. Activities developed by a cooperative of workers social initiative, which aims to create jobs and provide services in Basaburua valley, as well as being economic development engine friendly with the environment and culture of the valley.
The project seeks to socioeconomic development, improve services, promote social cohesion and dynamics of the valley, by creating jobs and reconciling work and family life. To this end are developed activities, among which the creation and management of store-bar and inn Orokieta.

All these projects comply with the aim of diversifying economic activity in rural areas, through complementary to food production, local resources and traditional aspects of agricultural and food processing activity, favoring new economic areas or create jobs in rural activities.

The Ministry of Agriculture, Food and Environment (MAGRAMA) is giving these awards, since its first edition in 2010, as a measure to promote outstanding projects and developed by rural women. With them also it wants to encourage the active participation of representative associations and organizations related to rural women.

Source: MAGRAMA