The Awards of Excellence for Innovation for Rural Women 2015 award diversification and entrepreneurship in the territory

The Minister of Agriculture, Food and Environment, Isabel García Tejerina, deliver, on Thursday 15 October, coinciding with the occasion of the celebration of International Day of Rural Women, the Awards of Excellence for Innovation for Rural Women 2015 granted the Ministry, and this year they were awarded to seven projects.

With these awards innovadoresde original and rural women, based on farming projects are recognized, and diversification of economic activity, to promote entrepreneurship and employment of women in the territory.

With them the work of the media to recognize the work of women in rural areas are also noted in one of its categories.

The winning projects fall under the categories "Excellence Innovation in farming", "Excellence for

innovation in diversification of economic activity in rural areas" and "Excellence in communication."

AWARDS BY CATEGORY

"Excellence Innovation in farming"

Two projects have been awarded in this category: "full sun", proposed by the Association of Families and Women in Rural, Alicante, and "Eco-agritourism in Velez" of Almeria. In both cases these projects based on sustainable, efficient in obtaining quality products that respond to consumer demand and integrate marketing and promotion strategies for agricultural and livestock activities.

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

The prize has been awarded to four projects: "Clisol Agricultural Tourism", Almeria; "Department of Agriculture and Rural Development Sub-Almazaras bética SCA", Cordoba; "L'Artica Alquézar Obrador" of Huesca and "Artisan Chocolates Isabel" of Teruel.

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 the agricultural and food business activities, favoring new economic areas or create jobs in rural areas .

"Excellence in Communication"

Has been awarded to the project "Work of theater and dance ... They Water and Earth" RevoloteArte Cultural Association of Santa Cruz de Tenerife, because it is a project of effective communication for the transmission and dissemination of knowledge and experience to recognize the work and role of rural women in agricultural activities.

The Ministry of Agriculture, Food and Environment is giving these awards, since its first edition in 2010, as a measure to promote outstanding projects for rural women. With them also it wants to encourage the active participation of representative associations and organizations related to rural women. The event is part of activities of the National Rural Network, financed by EAFRD.

Source: Ministry of Agriculture of Spain