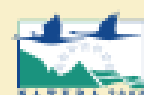




# «Grasland Product»

Inga Muižniece  
Latvian Fund for Nature  
20.05.2024



# Project

Project LIFE-IP LatViaNature

Sub-action C.4.3: Development of business initiatives to motivate sustainable management of semi-natural grasslands

## The aim

Creating a label to promote the integration of semi-natural grasslands into sustainable farming and business cycle, ensuring their preservation and restoration for future generations.

## Tasks:

- Support farming practices that promote nature conservation in countryside.
- Promote the integration of semi-natural grasslands in business.
- Educate the public to promote the consumption of grassland products.

Label provide consumers with accurate information about the product's origin and contribution to the preservation of semi-natural grasslands.

# Label

Label «Grassland Product» established in January 2024



# Criteria for producers

## Criteria for every product group

- meat and dairy
  - honey
  - herbals
  - other
- 
- Label is granted in accordance to criteria





# Label on the Product Package





# Grassland products





# Other grassland products

- Rural tourism
- Plant seeds
- Craft products
- Food supplements etc.





# Grassland products — it is a taste!





# Project activities

## Grassland Comes to Market





# Project activities

Master classes and product tastings.  
Collaboration with chefs.





# Project activities

Workshops in professional schools.





# Project activities

**Seminars and workshops for farmers.**  
**Collaboration with food influencers and bloggers.**  
**Several media campaigns.**  
**Small grant scheme.**





# SIA «Rukši»

## Dienvidkurzemes district





# Alise Zariņa

## Valmieras district





# Jānis Vigovskis

## Aizkraukles district





# More products. More semi-natural grasslands.

Thank you!

