



**DABISKO
PLAVU
PĀRDUKTS**

PĒRC UN ATBALSTI LATVIJAS
DABISKO PLAVU ATJAUNOŠANU

«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



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**GRASSLAND
PRODUCT**

YOUR PURCHASE SUPPORTS THE
RESTORATION OF SEMI-NATURAL
GRASSLANDS IN LATVIA

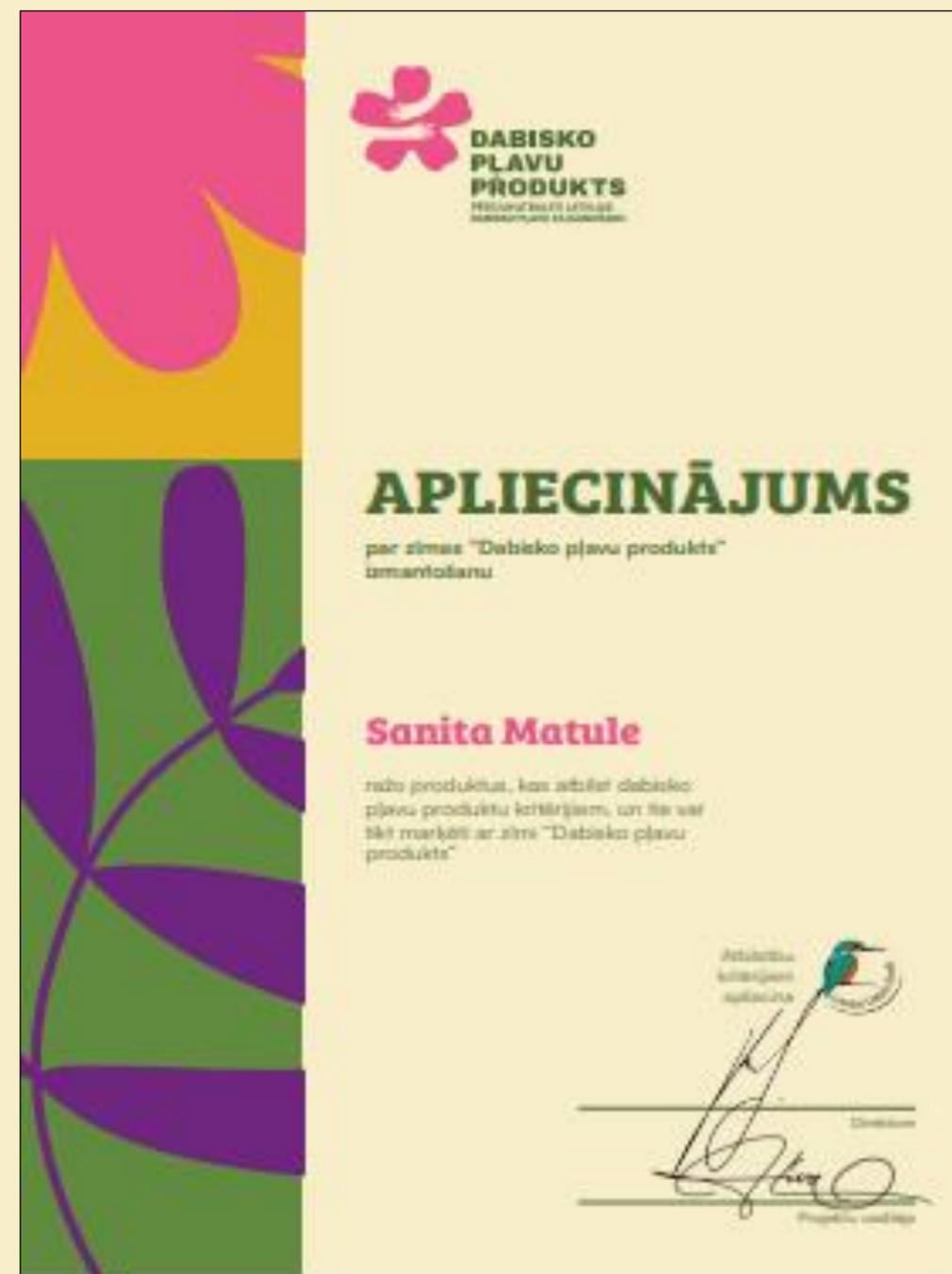


**GRASSLAND
PRODUCT**

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!

