

Cofinanciado por:



UNIÃO EUROPEIA
Fundo Europeu
de Desenvolvimento Regional

Designation of the Project: Portuguese Beef

Project code: POCI-02-0752-FEDER-024897

Thematic Objective: OT 3 - Strengthening the competitiveness of small and medium-sized Enterprises

Region of Intervention: North and Center

Identification of the Promoter: FERA - Federação Nacional das Associações de Raças Autóctones

Approval date: 2017-02-21

Start Date: 2017-05-02

Date of the conclusion: 2017-05-01

Total eligible cost: 426.637,00 EUR

Financial Support from the European Union: FEDER: 362.641,45 EUR

This project, promoted by Federação Nacional das Associações de Raças Autóctones (FERA), aims to promote, disseminate and disseminate the beef of the Portuguese autochthonous breeds, with particular emphasis on the Arouquesa, Barrosã, Cachena, Marinhova, Maronesa, Minhota and Mirandesa breeds.

The process of promotion of the brand will be carried out through participation in International Fairs in the target markets, as well as the realization of Private Professional Exhibitions in the European target markets and of Importer's Mission in the national territory.

The presence in these events will be important in the communication process since it is an excellent occasion to promote products and services, improve the brand awareness and simply compete directly with the best players worldwide. As a complement to the participation in the International Fairs, the Private Professional Exhibitions and the Importer's Mission appears, constituting an opportunity for the follow-up of previously established relations. They will enable not only the knowledge of Portuguese Beef, but also its high quality products.

This actions will favor decision and opinion-makers, importers and distributors from food retail, catering, butchers, grocery stores and gourmet stores, as well as the creation of partnerships with institutions, associations, and federations.

It is also important mentioning the implementation of additional actions of equal relevance to the project, namely: the positioning of the products in the press, in specialized magazines, and Social Media Marketing campaigns.

All of this actions will allow the following objectives to be established:

- To value the region's capacity to respond to the different dimensions of Lusophony;
- Consolidate the regional capacity of competitive production for world markets;
- Increase partnership/collaboration agreements through the integrated and networked operation of FERA Associates, within the framework of institutional presences in the foreign market;
- Publications of articles in journals, with international arbitration, disseminating the product;
- To take advantage of the singularities and specializations of each Associate as a way to promote the diversity and qualification of the products, and complementarily of the territories covered;
- Strengthen institutional relations at the associative level for the promotion and development of innovative solutions, based on concerted efforts and talents;
- To reinforce the importance of the agrifood sector in Portugal, namely the internationalization of the indigenous breeds, reflecting the excellent work done by many breeders in favor of this genetic resource;
- Creation of conditions for the continuous improvement of the quality of the products of the Associates of the FERA, namely in the dynamization with the external market;
- Contribute to the reinforcement of the commercial network of FERA Associates, so as not only to monitor the growth of its market position and the growing recognition of this sector but also with the aim of finding itself more and more prepared to face a competitive power;
- Dynamize and add value to the agri-food industry, through the promotion of product elevation.