

Memorandum of understanding (letter of intent)

Between the

1. Local Action Group (LAG) LEADER Zuid – Twente; The Netherlands

represented by its chairperson, Mr. M.M.J. Diepenmaat

Contact person: Mrs. Antje Grolleman

and the

2. Local Action Group (LAG)

Represented by its chairperson.....

Contact person:

and the

3. Local Action Group (LAG)

Represented by its chairperson.....

Contact person:

and the

4. Local Action Group (LAG)

Represented by its chairperson.....

Contact person:

and the

5. Local Action Group (LAG)

Represented by its chairperson.....

Contact person:

Agree on the following memorandum of understanding based on the LEADER objective
'Transnational (international) cooperation projects':

The following project will be jointly prepared and implemented:

International market for regional products; a practical exchange
(preliminary work title)

Selling regional products is becoming an important source of income to an increasing number of farms in The Netherlands. The marketing of local and handicraft products from farms is improving.

Around regional products joint networks have emerged to add value and improve marketing.

Various products are typical for the Zuid-Twente region. The same may hold for other regions with LAGs. The LAG Zuid-Twente is interested to find out more about regional products in Europe. A few issues of particular interest are:

- a. What is the approach to marketing regional products in other European countries?
- b. How should regional products be marketed in order to generate substantial income to farmers?
- c. What kind of regional products are common in other countries?
- d. Could Dutch regional products be sold in other countries and vice versa. What are the requirements?
- e. What are sustainable approaches to regional product development?
- f. Would it be possible to disseminate knowledge and exchange experience at international level?

In brief: what are the opportunities for international collaboration on regional products and what do other LAGs experience as constraints?

Realizing an international market for regional products through transnational cooperation is considered as a challenge by the LAG LEADER Zuid-Twente. In that context, exchange of experience and contact between producers, the administration and rural organizations is of crucial importance.

LEADER Zuid-Twente aims at transnational cooperation with about 5 other LEADER areas.

The purpose of this memorandum of understanding is to jointly prepare and implement the transnational cooperation project during the period October 2010 – October 2012 by the LEADER regions signing the memorandum before 1 July 2010.

More information regarding the **project**, the **planning and the costs involved** is available in attached **concept-project description**.