

ROHELISE JÕEMAA KOOSTÖÖKOGU GREEN RIVERLAND PARTNERSHIP

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LEADER
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Euroopa Maaelu Arengu
Põllumajandusfond:
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Green Riverland Partnership – located of South-West Estonia and stretches out in the territories of the parishes of the three counties



Green Riverland Partnership

Established: 16.03.2006 in Suure-Jaani, Vastemõisa village

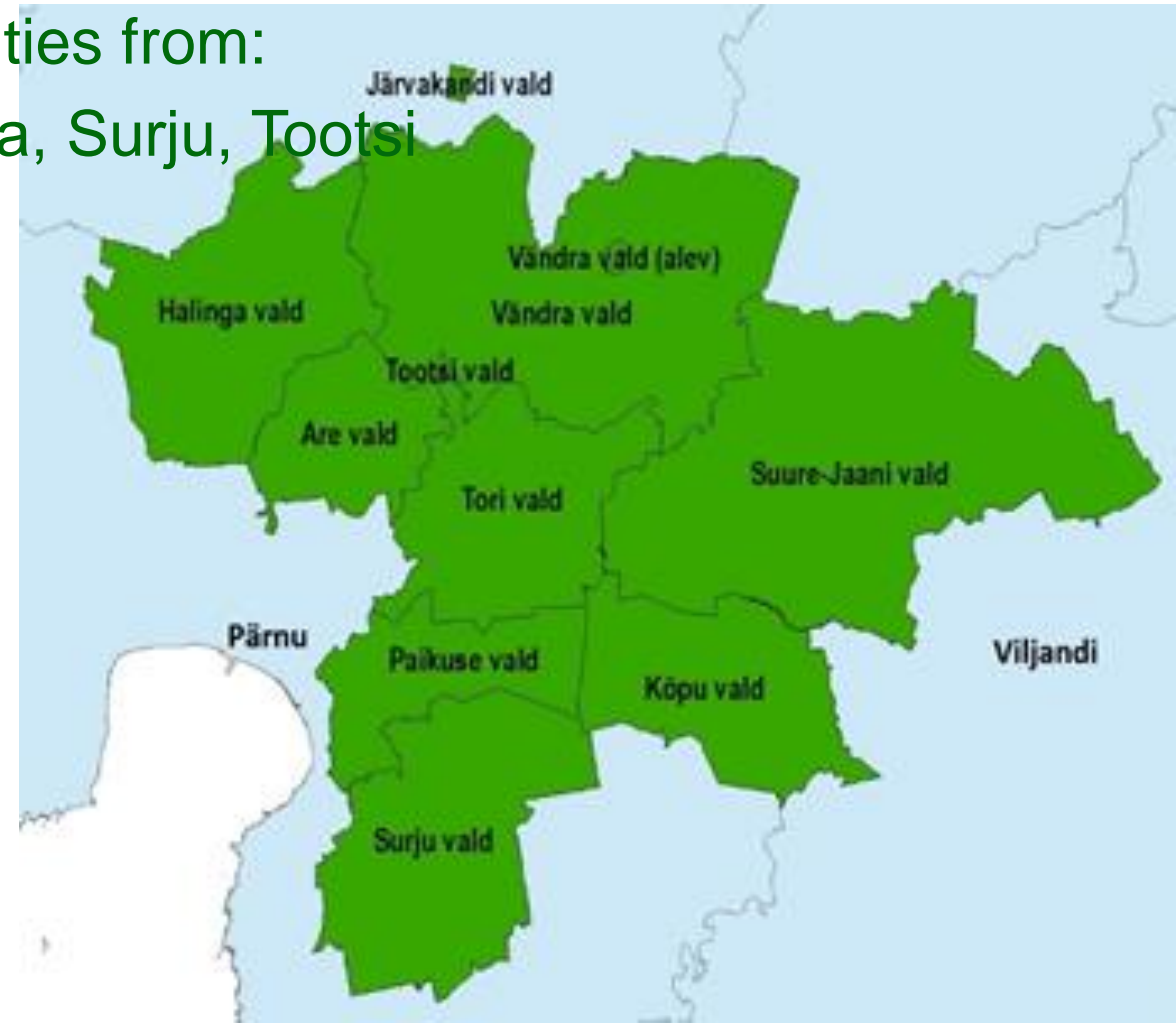
Membership: total 90 members, 11 local authorities from:

- Pärnu County (8 - Paikuse, Tori, Are, Vändra, Surju, Tootsi, Halinga, Vändra alev)
- Viljandi County (2 - Suure-Jaani, Kõpu)
- Rapla County (1 - Järvakandi)

business subjects (entrepreneurs) – 37

non-profit organizations (NGO) - 42

Board: 12 members



Green Riverland Partnership

- Area: 2993 km², population: about 26 000
- The region is delimited by natural borders – swamps, big forests and rivers.
- Traffic going around of big swamp, which lies in centrum of this area - Soomaa National Park.



- GRP's name derives from the location of the region in the middle of swamps, rivers and bogs and is described as follows:
- Green – forests, swamps, flora and fauna and Soomaa National Park;
- Riverland – Pärnu basin and lakes, waterway and fifth season in Soomaa;
- Partnership – cooperation of the leaders of local municipalities' institutions' employees, entrepreneurs and associations

- Thanks for natural resources in region advanced services are tourism, agriculture and forestry, handicraft and social work.
- The greatest wealth of the region is its rich environment.
- The main aim of the association is to promote and support local initiative and development of rural living environment, create and implement local integrated strategy of the region relying on the partnership of three sectors.

And of course The Fifth Season – winter/spring



...and right now



Support for entrepreneurs

- One of the strategic aim is to support and ensure business development in the LAG area:
- 2 measures for entrepreneurs - Smart staff and Brick to the wall:

2007 – 2013

Supported 58 projects, about 1,7 mln euros (44%)

2014-2020

Plan to support entrepreneurs about 1,4 mln euros (40 %)

1 measure for cooperation projects (Riverland's measure)
about 8% from total sum

To be visible...

- Kaks kohviringi ümber Soomaa – 2 coffee rounds around the Soomaa.
- Rohelise Jõemaa spordimängud – Green Riverland sportsgames. Awards from the local entrepreneurs
- Publications and TourEst– to promote local tourism

Who will participate in exchange?

- Tori Jõesuu cider- and winefarm – family business, farm was established in 2012
- Karjamõisa OÜ, meat industry – operating since 2001
- Klaara-manni holiday and conference center – operating since 2002
- Vahassar OÜ, embroiderer – was established in 1999, sewing and embroidery works.
- Energy Farm – herbs growing farm, where you can be refreshed in body and soul
- Männituka Farm – milk farm, producing milk and products from milk
- Karuskose OÜ, wood craft (dugout canoes) building and upholding the tradition.

What are the expectations?

- To establish a long term partnership
- To learn

SO LET'S FIND OUT, WHO ARE HERE TODAY!

Tori Jõesuu Cider- and Winefarm – hand in hand with nature

- Young family who decided to have a life and a work in countryside.
- Their farm was established in 2012. Apples and grapes are grown ecologically. They cover all the production stages of their products, starting from propagation and grafting of apple trees up to bottling and labelling the beverages.
- The cider is made traditionally
- They consider quality and taste important when making their products and that is why they produce in low volumes.
- They have a vineyard consisting of 1400 young vines.
- **Estonia – the exotic and untraditional wine country.**



Klaara-Manni Holiday and Conference Center

- An ideal example for 2 generation cooperation
- Holiday House is a pleasant place for both holidaymaking as well as for holding seminars.



Karjamõisa Meat industry

- Operating since 2001
- Processing cattle, sheep, goats and big game meat
- Prepares meat products



EluJõud OÜ /Energy Farm

- Herb growing, making product of herbs, seminar facilities
- The herbs grown on the farm are all grown organically - as the old Estonians used to do
- Herbs are dried and packed for the shops and chemists' right in the farm



Let's have a great opening event

Thank you