

## Information Sessions – October 2011 launch of measures

### Rural Development Programme 2007-2013

The Paying Agency and the Managing Authority, in collaboration with other stakeholders organised a number of information sessions highlighting the benefits and the process of application for Measure 121 – Modernisation of Agricultural Holdings. Reference was also made to other Axis 1 measures launched in October 2011 including Measure 123 – Adding Value to Agricultural Products, Measure 132 – Participation of Farmers in food quality schemes, Measure 133 – Information and Promotion Activities and Measure 142 – Setting up of Producers. Farmers were also strongly encouraged to apply for Measure 114 – Use of Farm Advisory Services.

These meetings were held as follows:

Date	Venue	Time	Other stakeholders involved in the organisation
Thursday, 13th October 2011	Cooperatives Malta, Mdina Road, Qormi	5.00 pm – 6.30 pm	Pig Breeders Cooperative (KIM)
Friday, 14th October 2011	Malta Fairs and Convention Centre (MFCC), Ta' Qali	5.30 pm – 7.00 pm	MEUSAC & BOV
Tuesday, 25th October 2011	'Malta Dairy Products', Mile End Road, Hamrun	11.45 am – 1.45 pm	Malta Dairy Products
Wednesday, 26th October 2011	Mgarr Farmers Cooperative, Sir Temi Zammit Street, Mgarr	7.00 pm – 8.30 pm	Mgarr Farmers Cooperative
Thursday, 27th October 2011	Farmers Central Cooperative Society, Pitkali Markets, Fruit and Vegetable Market, Shed 3, Ta' Qali, Attard	6.30 pm – 8.00 pm	Farmers Central Cooperative Society
Thursday, 27th October 2011	KPH, Ta Pinu, Gozo	11.00 am – 1.00 pm	Milk Producers Cooperative (KPH)
Thursday, 27th October 2011	Magro Brothers (Foods) Ltd Xewkija Industrial Estate, Xewkija XWK 3000 Gozo	6.00 pm – 7.30 pm	Organised by MEUSAC. Local Action Group Xlokk participated too.



Photo 2: Speakers 14/10/2011

Photo 1: The huge crowd of farmers at MFCC- 14/10/2011



Photo 3: Meeting for Gozitan Farmers – 27/10/2011



Photo 4: Meeting for the Pork Industry –13/10/2011

All of these meetings were very well attended by farmers and other rural stakeholders, particularly the one held at MFCC in collaboration with BOV and MEUSAC on 14<sup>th</sup> October 2011. An SMS encouraging participation was sent by the Managing Authority on 14<sup>th</sup> October 2011. In order to promote this event, 2000 leaflets were printed and distributed from the Pitkali Markets.

The schedule of information sessions was also emailed to farmers' representatives as to ensure that all farmers are notified accordingly. The respective agricultural stakeholders informed their members of the information sessions held. Moreover, the schedule of meetings was promoted on the Paying Agency and Managing Authority websites.