



Lauku Ceļotājs
Baltic Country Holidays



EIROPAS SAVIENĪBA



Interreg
Latvija-Lietuva
European Regional Development Fund

Agri - Heritage tourism

Criteria

Agri-Heritage tourism represents open farms, interactive museums, private collections and other sites where visitors can see and experience rural heritage in attractive way through tourist services and activities like farm visits, guided excursions, master classes, interactive programmes. Agri-Heritage sites show farming and food production processes from origins to modern practices, and agri-heritage tourism product can be a part of a modern farm that offers and insight into history. Agri-Heritage aspect can be related to any historical influences (not only national tradition) that have brought impact on rural agricultural life and economy.

General criteria:

1. Agri-Heritage tourism presents a product, process or skill that is related to farming, fishing, food production or crafts and has been inherited through at least one generation, continues to exist and develop in today's life.
2. Agri-Heritage tourism product or service has a clear title, concept and description.
3. Agri-Heritage product is presented through at least one of the following: guided excursion, exposition, produce tasting, demonstration of production process, master class or instruction with practical try at some process, a farm shop offering produce and souvenirs, or other, innovative and good quality form of presentation.
4. Agri-Heritage product information in written, oral, audio-visual or other presentation highlights the historic origins of a particular product, process or skill, its evolution and present day use.
5. The tangible elements of Agri-Heritage are maintained, stored and preserved in good quality and technical condition.
6. National safety requirements related to rural tourism services are respected, infrastructure for reception of visitors is adequate (e.g., car park, toilets for visitors, appropriate inventory for produce tasting if tasting is offered, etc.).
7. The hosts or staff appearance and clothing is relevant to the Agri-Heritage topic represented and enhancing the Agri-Heritage tourism product image.
8. Recommended: heritage theme souvenirs are available for sale or farm products are available in souvenir design packaging.

9. Recommended: hosts/staff able to present the Agri-Heritage product in foreign languages.

Crop, vegetable and fruit farming

- Agri-Heritage product presents types and sorts of crops, vegetables and fruit that have been traditionally grown in the country or region.
- Agri-Heritage product presents heritage methods and tools of crop, vegetable and fruit growing and processing.
- Agri-Heritage product presents products traditionally made from crops, vegetables and fruit and production methods.
- Recommended: Agri-Heritage product presents development of heritage crop, vegetable and fruit farming into present day innovative products, methods of production.

Livestock:

- Agri-Heritage product presents types and breeds of farm animals that have been traditionally raised in the country or region.
- Agri-Heritage product presents heritage methods and tools of livestock breeding.
- Agri-Heritage product presents traditional livestock breeding products and methods of production.
- Recommended: Agri-Heritage product presents development of livestock breeding into present day innovative products, methods of production.

Fishery:

- Agri-Heritage product presents types of sea, lake and river fish that have been traditionally raised or caught in the country or region.
- Agri-Heritage product presents heritage methods and tools of fishing or fish farming.
- Agri-Heritage product presents traditional fish products and production methods.
- Recommended: Agri-Heritage product presents development of fishing and fish farming into present day innovative products, methods of production.

Crafts:

- Agri-Heritage product presents crafts and skills that have been traditionally practiced in the country or region.
- Agri-Heritage product presents heritage crafting methods and tools.
- Agri-Heritage product presents traditional craft products.
- Recommended: Agri-Heritage product presents development of heritage crafts into present day innovative products, methods of production.

Foods:

- Agri-Heritage product presents foods as a culinary heritage of a region, a particular cultural community, a certain historical period or otherwise specified.
- Agri-Heritage product presents heritage methods of the respective food preparation.



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- Agri-Heritage product presents the traditional ways of food serving and special occasions or festivities when particular foods were prepared.
 - Recommended: Agri-Heritage product presents development of heritage foods into present day innovative products, methods of production.
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The project “Heritage based agritourism product development in Latvia – Lithuania” is co-financed by the EU Interreg Latvia – Lithuania programme 2014-2020.

*Project AGRI HERITAGE - “Heritage based agritourism product development in Latvia – Lithuania”
Project goal: to build and promote a sustainable cross-border heritage based agritourism product demonstrating agricultural heritage and development of farming and food production processes from origins to present practices. The AGRI-HERITAGE tourism product will be represented by open farms and food producers offering excursions, master classes, demonstrations, tastings and similar experiences for visitors.*

Project results:

- 1) AGRI-HERITAGE tourism product sites linked in touring routes;*
- 2) knowledge support to AGRI-HERITAGE product and service providers;*
- 3) AGRI-HERITAGE marketing and promotion campaign.*

Project budget: 235 881 EUR, of which 200 499 EUR is ERDF funding.

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