



SIA "Latvijas Lauku konsultāciju un izglītības centrs"



# Latvia Farmers Parliament Communication activities on the Russian ban its impact and how best to communicate on it

Latvian Farmers Parliament  
Communications Representative  
Līva Liepniece

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# About organization

- Non-governmental organization
- Membership - 900 farms and agricultural businesses
  - - a large part of Latvian commercial farmers
- All kinds of rural production
- Mostly family farms
- Farming 500 000 ha
- Of the total Latvian production they produce
  - 46 % of grain
  - 53% of rapeseed
- 33% of members - in animal husbandry
- Members employ more than 4000 people



# The main activities of ZSA

- Keeping track on agro political issues in Latvia and Europe.
- Elaboration and submission of recommendations for legal documents.
- Regular communication with state institutions officials.
- Information dissemination through mass media.
- Cooperation with organizations in Latvia and other EU countries.
- Education activities for rural entrepreneurs and society.  
Consultation and members' problem solving.
- Implementation of international and national projects.

# Russian embargo impact on the Latvian dairy sector

- In comparison to July, 2014 the prices of milk purchase have decreased with 25%. At the moment milk producers receive from 0,12 to 0,255 EUR for 1 kilo of milk. Already in August the prices of milk purchase have decreased below production cost.
- There are reserves of the products in the milk production. Dairy production enterprises cannot pay to farmers in time, as well as they cannot provide appropriate price of milk purchase.



# Russian embargo impact on the Latvian fruit and vegetable sector

- Depending from the product, in average the price in vegetable sector has decreased for 30%-50%.
- Approximately 30-40% of all vegetable areas are not going to be harvested.
- Vegetable producers are directly affected by the rapid growth of market supply and essential increase of the production import of other countries.



# Russian embargo impact on Latvian pig industry

- The prices have decreased by 18% since July.
- Pig-breeders work below production cost since September.
- Slaughterhouses purchase pigs in live weight for only 1.00 EUR per kilo.

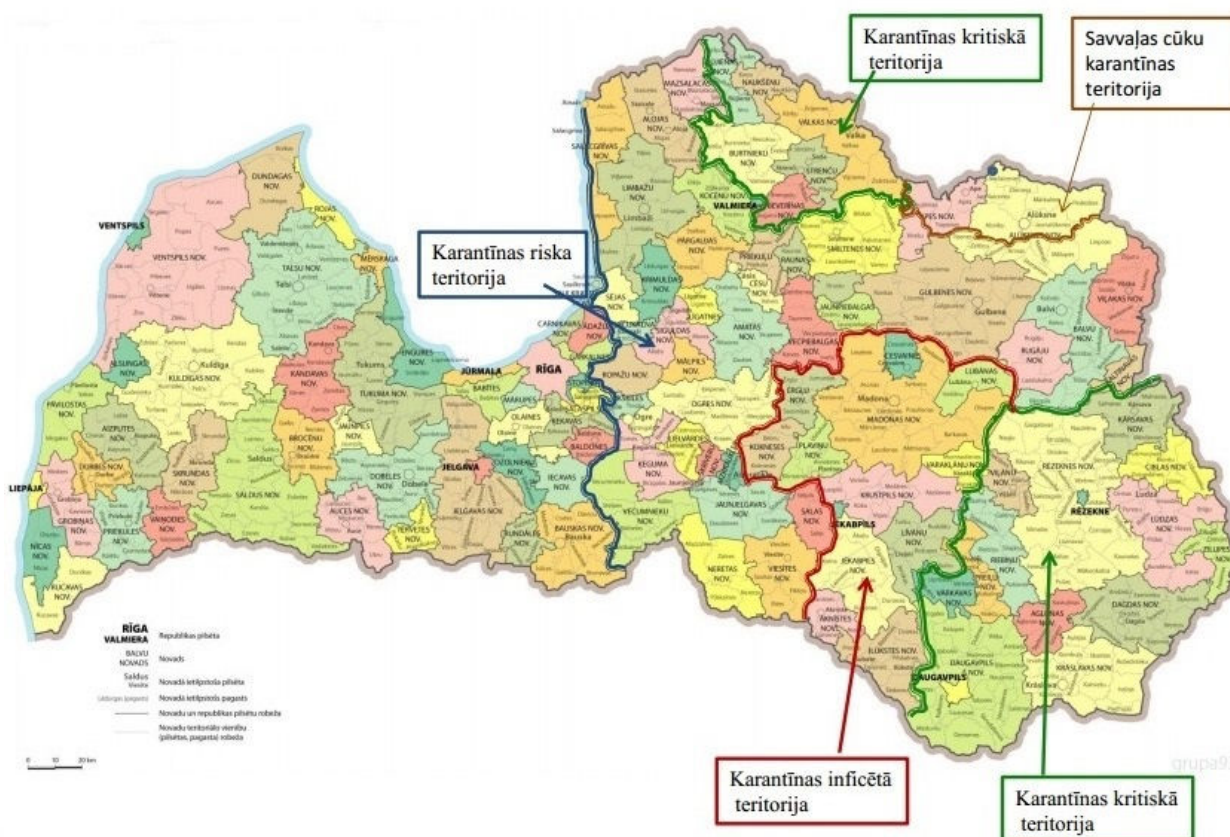


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# Additional problem for pig sector

## – African swine fever

- There was discovered African swine fever on the border of Belarus and Latvia on 26th June, this year.
- Sanitary zone ~ half of country territory



# Communication activities on the Russian ban

## POLITICAL STEPS

- From August to November we participated in meetings of the Council of National Economy Ministry
- Baltic farmers NGO meeting on August 22, on going communication
- European Union Agriculture Commissioner Dacian Ciolos visit in Latvia on September 18
- Baltic farmers NGO leaders sent a letter to European Union Agriculture Commissioner
- Baltic and Finnish farmers NGO leaders sent a letter to European Union Agriculture Commissioner



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# Communication activities on the Russian ban

## PUBLICITY STEPS

- Press releases
- Activity on social sites: facebook.com and twitter.com
- Radio broadcasts about the situation in the agricultural sector
- Stories in the news about the situation in the agricultural sector
- Opinion articles in newspapers



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# Communication activities on the Russian ban

## PROMOTION CAMPAIGN

- August 25, Latvian Chamber of Commerce and Industry and partners launched campaign «Latvijas labums» = «Latvian benefit».
- The campaign is implemented by all stakeholders: farmers, processing companies and dealers - total more than 150 partners.

• <https://www.youtube.com/watch?v=dBrGTszdXil>



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# Communication activities on the Russian ban

- November has been designated as dairy month under campaign "Latvian benefit"
- <http://vimeo.com/110925533>



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# Thank you for your attention!

NGO FARMERS PARLIAMENT

[liva@zemniekusaeima.lv](mailto:liva@zemniekusaeima.lv)

+371 67027044

[www.zemniekusaeima.lv](http://www.zemniekusaeima.lv)

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