

**Interreg**



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Estonia – Latvia

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# Knowledge-driven Baltic Cider Production and Branding for Growth and Competitiveness of SMEs

## **BALTIC CIDER**

**Kick-off meeting**

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8-9 July 2024 | Dobele

Asnāte Ziemele, LCTA

Iveta Skilina, LCTA



# Opening, welcome

- Introduction of partners, their role in the project.
- Info from the Joint Secretariat of the Programme.

# Agenda



## 08.07.2024

- 13:00-16:00 / Partner meeting in the Institute of Horticulture
- 17:00-18:00 / Visiting Dobele apple orchard
- 20:00 / Dinner at „Rožmalas“

## 09.07.2024

- 8:30 / Departure from hotel “Rožmalas” to “Pienjani” farm
- 9:30-12:00 / Visit of biological apple orchard, cider producer “Pienjāņi”
- 12:00-13:00 / Lunch snacks



# Status of the project

- Fulfillment of Conditions approved by Managing Authority of the Estonia-Latvia programme on 3rd July 2024.
- Next steps:
  - signing the partnership agreement by all partners;
  - signing the subsidy contract between LP and MA within 1 month after receiving the signed partnership agreement.



# Project objective, duration and budget

- **Objective:** to develop a knowledge-based Baltic Cider brand as a joint solution to enhance the competitiveness of cider makers in Latvia (Vidzeme and Kurzeme) and Estonia (West Estonia and South Estonia).
- **Implementation period:** 01.07.2024.-30.06.2027. (36 months)
- **Budget:**

Total: 623 930,00 EUR

ERDF: 499 144,00 EUR

Partners co-financing: 124 786,00 EUR

# Project outputs



<b>Output No.</b>	<b>Output title</b>	<b>Output target</b>
Output 1.1.	Estonian and Latvian project partner organisations cooperating	4
Output 2.1.	Pilot action jointly developed and distributed for implementation among 10 cider making SMEs	1
Output 2.2.	Knowledge-based Baltic Cider brand	1

# Project partnership



<b>No.</b>	<b>Name</b>	<b>Country</b>	<b>Abbreviation</b>	<b>Partner role</b>
1.	Latvian Country Tourism Association "Lauku ceļotājs"	Latvia	LC	Lead Partner
2.	NGO Estonian Rural Tourism	Estonia	ERTO	Project Partner
3.	Institute of Horticulture	Latvia	LatHort	Project Partner
4.	Estonian University of Life Sciences	Estonia	EMÜ	Project Partner



# Project partnership

- **LatHort** (PP3) and **EMÜ** (PP4) will act as a joint knowledge centre for apple horticulture, biochemical analysis, and to help in defining the Baltic Cider terroir.
- **LC** (LP1) and **ERTO** (PP2) will both act as:
  - 1) umbrella organisations for cider making SMEs who will be involved in project activities as recipients of the knowledge;
  - 2) knowledge centres for brand development and promotion.
- **Cider makers** in Estonia and Latvia collaborate with LC and ERTO as organisations promoting small scale rural businesses across the entire spectrum of the rural economy.





# Project management

- **Lead partner** - overall project management & coordination
- **Project management group** - 1 staff member from each partner
- **6 partner meetings** (3 in EE and 3 in LV) to:
  - review progress and results
  - check compliance with the schedule and budget
  - set next tasks
  - address any problems



# Today we will discuss

- **Project work plan**

**Work package 1** - Solution development

**Work package 2** - Solution piloting

**Work package 3** - Baltic Cider brand promotion for competitiveness

- **Management and reporting requirements**

- **Publicity rules**



# WP1 Solution Development

## Activity 1.1. Analysis of the Terroir

Start period 1 (month 1-4) to End period 6 (month 21-24)

- **What kind of data we need for the map?** For example, climate or microclimates, soil types, topography: valleys, elevations ...
- **Soil sample locations?**  
**LatHort (PP3)** is responsible for soil analysis from 35 apple growing sites in LV and EE as representative for characterising the Terroir:
  - 10 samples from LatHort gardens
  - 5 samples from EMÜ
  - 20 samples from the gardens of the cider producers.

**Based on the analysis, the Baltic Cider Terroir Map - Estonia and Latvia will be produced in print and digital version, in LV, EE and EN languages.**



# WP1 Solution Development



## Activity 1.1. Analysis of the Terroir

**Start period 1 (month 1-4) to End period 6 (month 21-24)**

**Clarification question:** Please specify and justify the scope of soil analysis in the activity 1.1. The current information is inconsistent and raises questions: "PP3 will be responsible for soil analysis from 35 apple growing sites in LV and EE" and "Baltic Cider Terroir Map will be produced only for the programme territory, as the terroir data will be analysed within SME locations".

### **Approved answer:**

PP3 will be responsible for soil analysis from 35 apple growing sites in LV and EE as representative for characterising the Terroir. It is assumed that 10 samples could be taken from LatHort gardens and 5 samples from EMU, and 20 samples from the gardens of the cider producers. The locations of the samples are not specified yet. It will be decided on partner meetings in discussion.

Baltic Cider Terroir Map will be based on analysis results and will be used by piloting SMEs in programme territory. LV and EE maps will be used for geographical context. The map will include the programme territory. The same terroir conditions may be valid for a wider geographical area, depending on the findings of the analysis of terroir. Terroir analysis will be made more specifically for the involved SMEs and will be used in piloting.



# WP1 Solution Development

## Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

**PP3 (LatHort) and PP4 (EMÜ) will divide between themselves, which chemical analysis each of them will be doing.**

For example, PP3 would be responsible for analysis detecting Detailed acids and total acidity, Phenolic acids, pH, Soluble solids, and aroma compounds. PP4 would be responsible for analysis such as FTIR analyses (ethanol, sugars, acids), Tannins (spectrophotometrically), Polyphenols (HPLC), available nitrogen. Biogenic amines (putrescine, histamine, tyrasine) and sensory analysis is planned on 18 samples each.



# WP1 Solution Development

## Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

- **Analysis of chemical parameters in apples or apple juice:**
  - supplied from the SMEs
  - the potential cider apple varieties selected by PP3 (LatHort) and PP4 (EMÜ)
- Coordinate with the SMEs **which apple varieties** will be analysed in order to produce comparable results.

# WP1 Solution Development



## Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

- **Altogether ca 76 samples as follows:**

- 20 apple juice samples from LV and EE cider producers (on average 2 varieties from one);
- 10 cider samples from LV and EE;
- 35 potential apple juice samples from LV and EE;
- 3 potential apple juices for experiments;
- 3 experimental ciders;
- 5 cider samples from Norway market.
- To compare, 5 Nordic ciders will undergo biochemical analysis, for example, Sugars, Tannin, Acidity and/or other parameters, against analysis of 5 Baltic ciders.

**The analysis results will be used for experimental cider batches in the piloting phase.**



# WP1 Output



## **Output 1.1.:**

Estonian and Latvian project partner organisations cooperating.

## **Output Description:**

LC (LP1), ERTO (PP2), LatHort (PP3), and EMÜ (PP4) will cooperate to organise SME involvement and cross-border knowledge exchange for solution development.

## **Delivery period:**

Period 9 (month 33-36)

# WP2 Solution Piloting



## Activity 2.1. Know-how Baltic Cider conference

Start period 4 (month 13-16) to End period 5 (month 17-20)

- **Participants:**
  - from the Baltic region, and international speakers from Nordic and European countries
  - craft cider makers, cider experts, horticulture experts, research institutions in horticulture, training sectors in horticulture and beverage production, catering sector, including restaurants and bars
  - 80 pers.: 20 from EE, 50 from LV, and 20 international participants.
- **Agenda:**
  - the impacts on cider quality
  - defining the taste of the Baltic Cider brand
  - collaboration with the Nordic cider taste brand
- **Aim:** achieving international recognition for Baltic Cider.
- **Conference place:** Latvia

# WP2 Solution Piloting



## Activity 2.2. Experience Exchange and Training

Start period 1 (month 1-4) to End period 9 (month 33-36)

- **6 combined events:** experience exchange + partner meetings + SMEs training.
- **For each event:**
  - Totally ca 15 participants per meeting, 6 from EE and 9 from LV.
  - Ca 5 SMEs from LV will visit EE, and ca 3 SMEs from EE will visit LV.
  - The training and experience exchange part open for local SMEs: fruit gardeners, existing and potential cider makers, etc.
- **Place:** Organized at or nearby cideries, each time visiting a different cidery.
  - Training programmes based on WP1 findings and how to integrate research facts in efficient marketing.
  - Topics: fruit gardening focussing on cider apple varieties - the growing methods, choice of apple tree seedlings, etc.

# WP2 Solution Piloting

## Activity 2.3. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)



### Piloting SMEs - cideries:

1. **Mr. Plūme Cidery**, SIA "Jumpravas sidrs", Vidzeme region, LV
2. **Lauskis winery**, SIA "LAUSKIS", Vidzeme region, LV
3. **Sabiles Sidrs**, SIA "Sabiles Sidrs", Kurzeme region, LV
4. **Abuls Cidery**, SIA "Urtica", Vidzeme region, LV
5. **Mūrbūdu Sidrs**, SIA Mūrbūdu sidra darītava, Vidzeme region, LV
6. **Abava Winery**, SIA "Abavas dārzi", Kurzeme region, LV
7. **Tālava Cider**, SIA "TĀLAVA", Vidzeme region, LV
8. **Jaanihanso Cider House**, Jaanihanso OÜ - West Estonia
9. **KODAS**, Siidrikoda OÜ - South Estonia
10. **Tori Jõesuu Siidri**- ja Veinitalu OÜ - West Estonia

# WP2 Solution Piloting



## Activity 2.3. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

### Experimental batches of cider - based on the biochemical analysis:



Several SMEs will produce experimental batches of cider in different regions of Latvia and Estonia, using **apples from their own gardens or from their regular supplier apple gardens**. Ciders will be made in the process of controlled fermentation, and the result data will be shared with peers.



Several cider producers will produce experimental amounts of cider from **apple varieties selected by PP3 (LatHort) and PP4 (EMÜ)** (incl. cider and wild apples) to try new sorts of apples for cider, testing also new fermentation or other production process adoptions. The result data will be shared with peers.

# WP2 Solution Piloting



## Activity 2.3. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

- **The aim of piloting:**  
To test how biochemical analysis and terroir factors help to **achieve the desirable qualities in cider** for the Baltic Cider brand.
- **Input for the Baltic Cider brand:**  
The piloting results will be used to finalise the solution - Knowledge-based Baltic Cider brand. The partners will produce the Baltic Cider **brand definition and basic rules** for joining the brand network.

# WP2 Solution Piloting



## Activity 2.3. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

- Points **to discuss with cideries** for experimental batches:
- ◆ Matching the available biochemical analysis with the needs/interests of cideries (see analysis in Activity 1.2. Impact of apple varieties on the taste of cider)
  - ◆ Apple sorts and their combinations to be decided between cideries
  - ◆ Which cidery sends apples/juice to which research partner (LatHort or Polli)?
  - ◆ Apples/juice supplied for analysis - when?
  - ◆ Biochemical analysis ready - when?
  - ◆ How many litres is minimum for the experimental batch?
  - ◆ Result summary and sharing - when and how?

# WP2 Solution Piloting



## Activity 2.3. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

### Experimental cider production costs:

- Experimental cider production costs can **vary for each cidery** based on their specific needs. Examples: rootstocks for grafting apple trees, fermentation tanks and enzymes, clarification aids, filters, yeast nutrients, measuring instruments, sensitive thermometers, tools for identifying sugar levels, and acidity measuring tools, etc.
- LP1 and PP2 will make **individual subcontracts** with each of the participating SMEs regarding piloting.
- SMEs can plan their **piloting costs within 500 EUR**, with specific cost positions.
- The amounts will be **reimbursed to cideries based on their reports** on the results achieved according to the contract.



# WP2 Solution Piloting

## Activity 2.3. Piloting

**Deliverable results: End period 8 (month 29-32)**



### Deliverable results of piloting from cideries:

- **Innovation in production:** analysis-based selection of apple sorts and combinations of ingredient juices in cider.
- **Innovation in marketing:** use of Terroir and analysis-based facts in marketing content.
- **Improved competitiveness** through improved quality of cider and marketing under Baltic Cider brand.

# WP2 Outputs



## Output 2.1.

- **Output Title:** Pilot action jointly developed and distributed for implementation among 10 cider making SMEs.
- **Output Description:** The pilot action will generate practical knowledge and experience for the SMEs which they will use to optimise operations and improve competitiveness.
- **Delivery period:** Period 8 (month 29-32)

## Output 2.2.

- **Output Title:** Knowledge-based Baltic Cider brand.
- **Output Description:** Baltic Cider brand definition with references to Baltic terroir and apple cultivars, as well as basic information for SMES for joining the brand network.
- **Delivery period:** Period 8 (month 29-32)

# WP3 Baltic Cider brand promotion for competitiveness



## Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

- **Baltic Cider Route:** open cideries that offer on-site visits, organise and host local festivals, and run outlet shops or cafes. Starting with our 10 cideries, more will be involved during the project.
- **Visual materials:** Baltic Cider visual identity, Terroir map posters.
- **Excursion contents improved in cideries:** visitors will be educated on what to expect from the Baltic Cider and why the Baltic taste is special.
- **Baltic Cider Route online:** a dedicated section in the website of LP1, and linked from PP2 website. LV/EE/DE/EN languages.
- **Baltic Cider Route map** - digital and printed.

# WP3 Baltic Cider brand promotion for competitiveness



## Activity 3.1. Baltic Cider Route

Start period 2 (month 5-8) to End period 9 (month 33-36)

### Baltic Cider Route map

**Clarification question:** Please explain what does the following statement in the Activity 3.1 implies in practical terms: "the route will be developed in the programme territory, at the same time keeping in mind a broader vision for long-term expansion in the whole Baltic region for up-scaling and dissemination".

**Approved answer:** The route development, improving the existing descriptions of cideries, their products, and other relevant information, will be focusing on the programme territory. At the same time, the project results will be disseminated in a wider Baltic scope for eventual up-scaling in other territories, for example, the Baltic Conference is aimed to promote the project and the programme support on international scale.

# WP3 Baltic Cider brand promotion for competitiveness



## Activity 3.2. Promotional materials for craft Baltic Cider brand recognition

Start period 2 (month 5-8) to End period 8 (month 29-32)

- Promo presentation materials for Baltic Cider brand (coasters, postcards, paper packaging bags, etc.)
- Photo and video sessions in cideries and apple orchards to produce attractive Baltic Cider brand photo material and show seasonality, for example, apple orchards in blossoms, planting new trees, harvesting, pressing apple juice, tasting new cider, receiving visitors, etc.
- Purchase of brand images and production photos showing how apples go through the production cycle, how natural additives such as berries and fruit are used to create the Baltic taste.

# WP3 Baltic Cider brand promotion for competitiveness



## Activity 3.3. Promotional Baltic Cider video

Start period 5 (month 17-20) to End period 7 (month 25-28)

- Video and reels on cider making to promote the Baltic Cider brand. The content will be based on the excellence of the Baltic Terroir, the stories and experience of the Baltic craft cider makers, and the factual information found during the piloting.
- SMEs-cider producers from LV and EE will feature in videos sharing their piloting experiences, talking about Baltic Cider brand development in their cideries. The video will be used in online media as well as in promotional events.

# WP3 Baltic Cider brand promotion for competitiveness



## Activity 3.4. Participation in international fairs/events

**Start period 3 (month 9-12) to End period 9 (month 33-36)**

- Event examples: Ciderworld in Frankfurt, Sweden cider festival, Asturias, NICA in Nordic countries, CiderCon USA etc.).
- The 10 SMEs-cider producers from LV and EE will join the project team participating in relevant events to promote the Baltic Cider.

# Project result 1



- After the completion of the project the partner organisations LC, ERTO, LatHort and EMÜ **will continue cooperation** to improve and strengthen the knowledge-based Baltic Cider brand.
- The organisations will make a **formal agreement to continue cooperation** after the end of the supported project.
- LC and ERTO will **maintain the Baltic Cider brand network** of SMEs for further initiatives and developments in cider production and also tourism as a means for promotion.

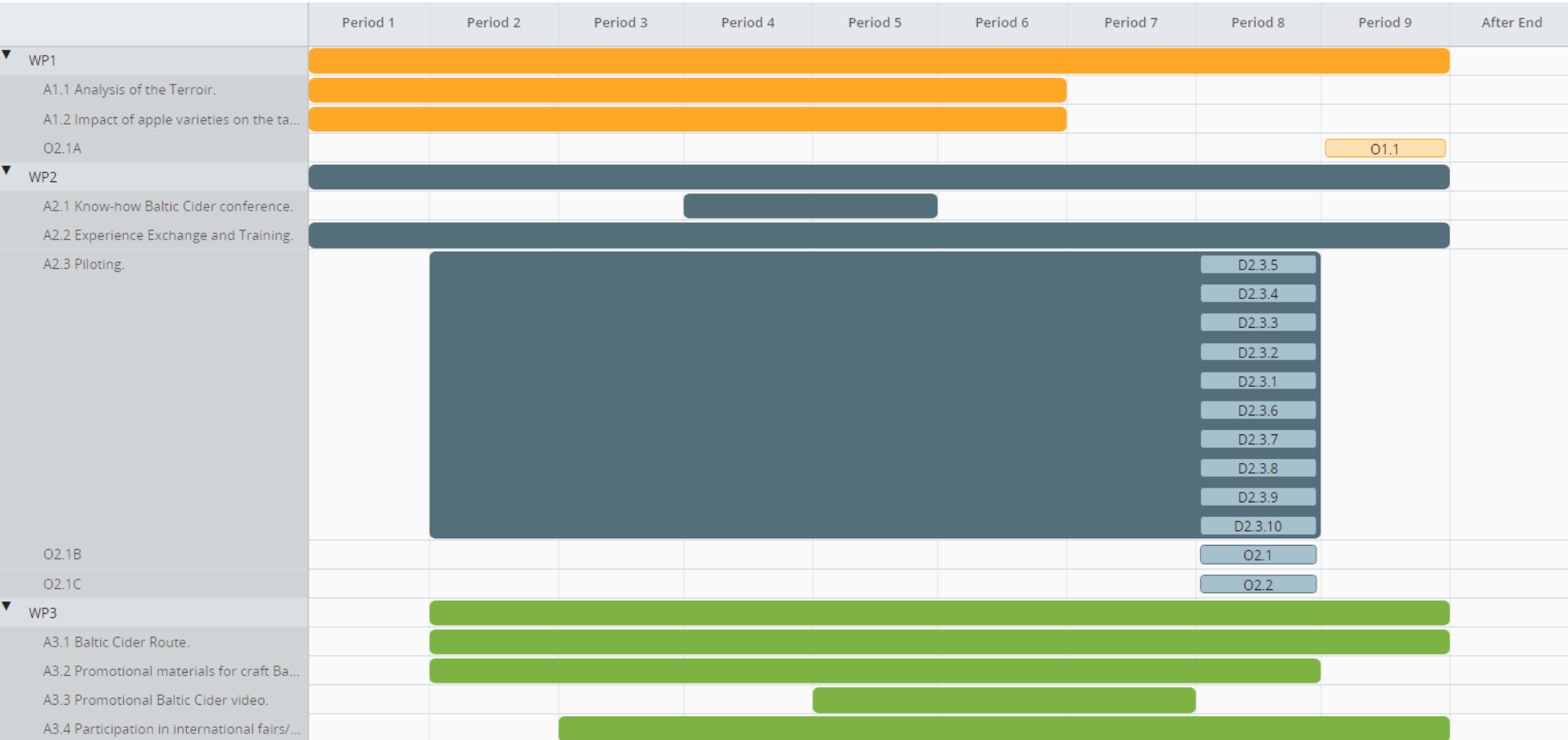


## Project result 2



- After project completion, the **Knowledge-based Baltic Cider brand** will be run by LC and ERTÖ, LatHort and EMÜ. The **solution will serve to improve the quality** of the Baltic Cider through knowledge-based choice of cider apple varieties and combinations. The solution will **strengthen focussed and fact-based promotion** of the Baltic Cider positioning on the global map of cider and referencing against Nordic ciders.
- **SMEs will up-take the Baltic Cider brand** as a knowledge-based solution to improve their competitiveness through the following innovations in their operations:
  - use of terroir knowledge to select apple tree varieties for their gardens;
  - use of knowledge provided by biochemical analysis to select ingredient apple sorts for quality cider production;
  - creation of innovative knowledge-based marketing contents according to the Baltic Cider brand.

# Project Time Plan



# Summary - next steps



## **Activities to be started/reported in the 1st reporting period: July 1 - October 31, 2024**

1.1. Analysis of the Terroir

1.2. Impact of Apple Varieties on the Taste of Cider

2.2. Experience Exchange and Training

Deadlines agreed within the 1st reporting period:.....



# Management and reporting requirements

## Accounting for expenditure and storing of documents:

- Lead and project partners must ensure all project-related files, accounting documents are filed separately.
- All project-related payments must have a clearly identifiable bookkeeping code.
- Project documentation should be kept for 5 years from 31 December of the year of the final payment by the MA to the LP.
- State aid recipients must keep all project-related documents for 10 years from the aid grant date.



# Management and reporting requirements

## Changes to the project:

- Budget flexibility rule: it is allowed to overspend a cost category up to 10% for the planned costs without submitting an official request for changes.
- Request for changes: budget reallocation exceeds 10%, major changes in activities, etc. (communication through the LP).



# Management and reporting requirements

## Payments to the projects:

- Payments to the projects are made on a reimbursement basis and no advance payments are available.
- Project report serves as a basis for transferring the ERDF co-financing to the account of the lead partner by the MA.
- **Exception:** Lead partner has a right to request partial reimbursement in the amount of up to 50% of the total ERDF request of partner reports. This can be done after all the project partners have submitted partner reports to the controllers. **Not applicable for the first and last period.**



# Management and reporting requirements

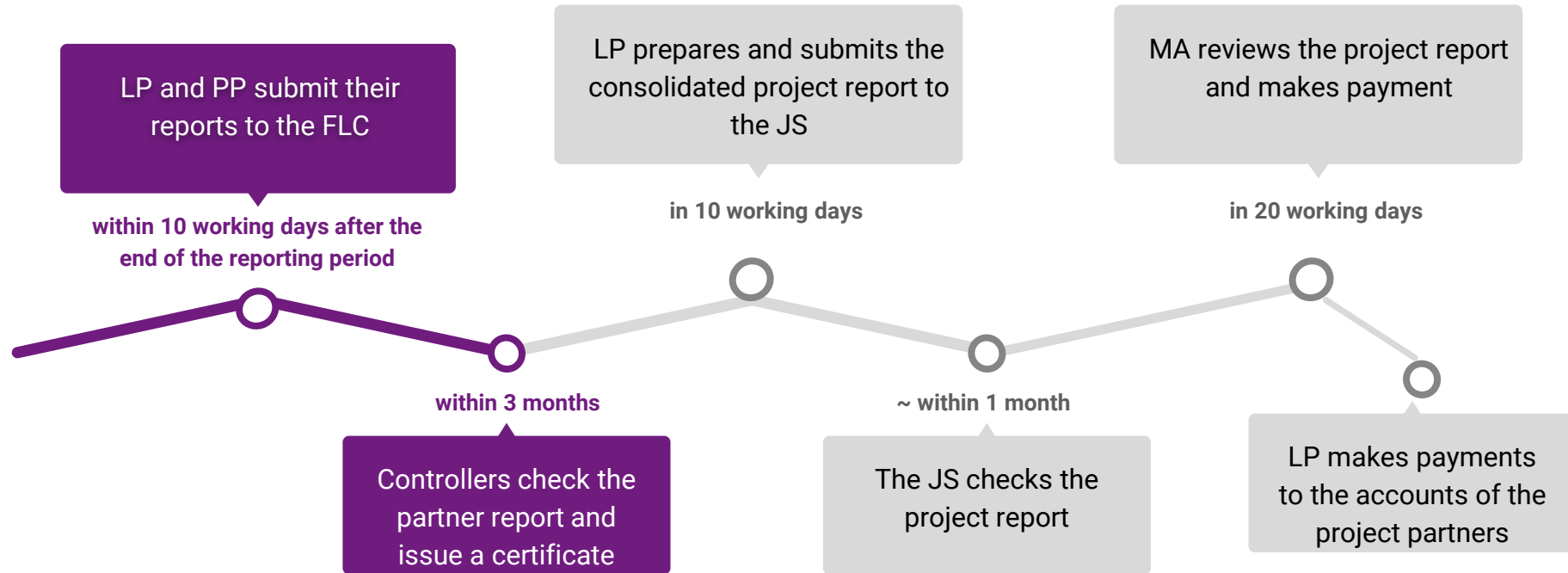
## Reporting:

- Partner and project reports must be submitted via Jems.
- Reporting period after every 4 months; 9 reporting periods: 1st 01.07.2024.-31.10.2024.
- Partner report must be submitted within 10 working days after the end of the reporting period (14.11.2024).
- Reporting has to be done in English, supporting documentation, e.g. invoices, contracts, tender documentation may be in Estonian or Latvian.
- Report includes financial data AND activity description – to be able to attribute expenditures with concrete action.
- If “0” costs reported, the report must still be submitted.



# Management and reporting requirements

## Reporting process:







# Publicity – basic requirements

## Project info on your website:

- Description of the project activities
- Project objective, expected results
- Reference to the programme and amount of funding
- Programme logo
- Link to the programme website

# Publicity – basic requirements

## Project poster:

- Minimum A3 size!
  - Must include programme logo.
  - Name of the project, duration, amount of financial support.
- Obligated to make the poster visible at the location(s) where project activities take place (seminars, conferences, meetings, workshops). Also at the premises of the partners carrying out the project.



  
**ESTONIA-LATVIA  
PROGRAMME  
2021-2027**  
Growing through neighbourly cooperation



**BALTIC CIDER**

The project aim is to develop a knowledge-based Baltic Cider brand as a joint solution to enhance the competitiveness of cider makers in Latvia and Estonia.

**Duration**  
07/2024 - 06/2027

Financed by the European Regional Development Fund: 499 144,00 €

Co-financed by the partners: 124 786,00 €

[estlat.eu](http://estlat.eu)



# Publicity – basic requirements

## Programme logo:

consists of the **Interreg logotype** with the coloured arch inside, the **EU emblem** and the **statement “Co-funded by the European Union”** (all together referred as Interreg brand) in conjunction with the **name of the programme**.



**Estonia – Latvia**

It is permitted to use the project name or a logo in combination with the programme logo.



**Estonia – Latvia**

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**Baltic Cider**



# Publicity – basic requirements

## Make sure to follow the publicity rules!

If the project partners fail to follow or only partly follow the visibility requirements, the related activities may become partly ineligible for ERDF funding.

- Make sure to make photos to provide evidence that the visibility requirements have been applied throughout the project implementation. This evidence must also be submitted together with reporting.
- Make sure to visit a special section on [estlat.eu](http://estlat.eu) website: „For projects“ – „Visibility rules“



**Thank you for your participation and dedication.**

**Let's achieve a successful project  
implementation!**