



# Challenges for the Maltese rural community – the work of a new LAG to help its rural society

Rural Development Programme for Malta 2007 -2013

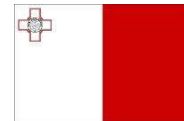
Programme 'LEADER'

European Agricultural Funds for Rural Development:

Europe Investing in Rural Areas

Co-Financing Rate:

80% European Union , 20% Government of Malta



# The Maltese islands

- Southern European Country consisting of an archipelago situated in the centre of the Mediterranean, 80 Km (50 mi) south of Sicily, 284km (176mi) east of Tunisia.
- Malta covers just over 316 km<sup>2</sup> in land area, making it one of the world's smallest states. It is also one of the most densely populated countries worldwide.
- Malta is internationally renowned as a tourist destination, with numerous recreational areas and historical monuments, including nine UNESCO World Heritage sites, most prominently the Megalithic Temples which are some of the oldest free-standing structures in the world.

# OUR HERITAGE













# OUR LANDSCAPE, OUR NATURAL ASSETS











# Our Fields





# Our traditions, our culture



A man with glasses and a white shirt is working on a large wooden loom. He is using a shuttle to weave threads. The loom is made of wood and has many threads stretched across it. The background shows more of the workshop and other looms.

Our crafts











The image shows three pieces of a flaky, golden-brown pastry, possibly baklava, resting on a white surface. The pastries have a layered, laminated structure with visible ridges and valleys, and some areas are slightly darker, suggesting they have been baked. The text "Our local delicacies" is overlaid in the center in a white, serif font with a blue outline.

Our local delicacies



A vibrant display of fresh vegetables, including tomatoes, carrots, lettuce, and Brussels sprouts, arranged in baskets. The text "Our Produce" is overlaid in the center.

# Our Produce

# Farming - *before*

- Arable land depended on winter rain water;
- Irrigated land limited to localities with fresh springs
- Traditional farming methods like crop rotation, seed conservation, growing local crops and keeping farm animals for food supply



# Changes Farming now

- Change in farming was rapid with mechanisation
- Machinery taking over the job of mules and manual work, drip irrigation, greenhouses, importation of seeds and plants
- Loss of traditional methods and crops
- More intensive farming methods = more efficiency = less workers on the field = less people encouraged to work in farming
- Rural depopulation – small hamlets and villages were abandoned

# **Effects of these changes on rural society and environment**

- Totally different rural landscape
- Defragmentation of land, abandoned sloping fields, intensive farming in low fertile valleys, no sheep rearing, damaged rubble walls, dilapidated rural structures and farmhouses, scattered recreational structures, renovation of farmhouses into luxury residential units.



# Who are we?

Majjistral Action Group Foundation – first LEADER Programme being implemented

Representation of 16 rural Localities, population of 124,000

Our target groups include municipalities, SMEs, farmers, craftspersons, musical and cultural societies, youths, women, environment and tourism

# MAGF's territory



## who are we?

THE MAJJISTRAL ACTION GROUP FOUNDATION'S TERRITORY CONSISTS OF 16 LOCALITIES AND BRINGS TOGETHER RELEVANT PUBLIC, PRIVATE AND VOLUNTARY SECTOR ORGANIZATIONS AND A POPULATION OF APPROXIMATELY 124,000.

Our mission is to improve the quality of life and economic prosperity of our rural communities through the implementation of the LEADER programme and other measures under the Rural Development Programme for Malta 2007-2013.

**WE CAN HELP**



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Rural Development Programme for Malta (2007-2013)

This banner has been co-financed under the Technical Assistance of "The European Agricultural Fund for Rural Development"

Europe Investing in Rural Areas

Co-financing rate: 75% European Union, 25% Government of Malta





So what can we do?

What is MAGF doing?

# Opportunities

## **Investment in rural development**

- Implementation of Measure 313 towards the encouragement of tourism activities in rural areas
- Abandoned/neglected agricultural land restored into afforested areas and recreational parks
- Strengthening of economy for rural communities through increase tourism in the rural localities
- Generate revenue to other businesses in rural localities such as crafts businesses
- In parallel strengthen awareness of fragility of our natural assets and importance of sustainability



# Opportunities

## **Action 413.5 Creation of a Rural Tourism Network for the Majjistral Territory**

- Create an opportunity for farmers to earn additional revenue – rural experiences on farm units for tourists and the community
- Reverse current trends - Increase interest in young farmers through the creation of this niche tourism
- Increase interest in the production of local products and produce and educate about the importance of farming, importance of local fresh food
- Increase appreciation of farming and rural issues
- Increase awareness about the value of agricultural sector and its contribution towards environmental issues

# Opportunities

- **Action 413.1 Culinary and Crafts Festival for the Majjistral territory**
- Festivals help to recreate traditional rural lifestyle
- Festivals help to market local products and support local communities
- Creation of synergies between different sectors such as food preparers and farmers
- Creation of Short-supply chains through these synergies
- Creation of networks in other sectors such as crafts

# What else does MAGF do?

- Support to crafts people to improve the quality of their products, decrease costs of production and enhance the marketing of their products
- Support to arts and cultural societies – they are a part of our culture
- Support to our natural assets and environment





**FARMERS**  
***WE CAN HELP!!***







**PRODUCERS OF AGRO – ALIMENTARY PRODUCTS**

***WE CAN HELP!!***







**OUR NATURAL ASSETS, OUR HERITAGE**  
***WE CAN HELP!!***





**CRAFTS PERSONS**

***WE CAN HELP!!***







## MUSIC, ART AND CULTURAL SOCIETIES

***WE CAN HELP!!***





**WE ARE OUT THERE PROMOTING OUR LOCAL  
PRODUCTS**



**MEETINGS FOR THE  
COMMUNITY TO GIVE  
INFORMATION ABOUT  
OUR ACTIONS**





**PARTICIPATION IN EVENTS ORGANIZED BY LOCAL  
COUNCILS MEMBERS OF MAGF**

**ANIMATION FOR OUR COMMUNITY**





# Majjistrat Action Group Foundation

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*Thank – you for your attention!*

Marisa Marmara' MAGF Manager