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natürlich Brandenburg - pro agro

About us

As a representative of the interests of companies and institutions in the agricultural and food industry in the rural region of Brandenburg-Berlin, the association pro agro is particularly committed to the marketing of regional products and the networking for and qualification of industry companies - to secure market access and guarantee competitiveness.

Supporting the industry to improve regional marketing is part of our agricultural marketing activities for the state of Brandenburg. Detailed information available at: www.proagro.de/en

Our portfolio for your success

The association's specific duties and activities

- Networking and cooperation with a range of locally and regionally active agri-food sector institutions and associations, and with national industry players and initiatives
 - Cooperation in, and organisation of, joint activities with various sales and marketing partners, particularly those active in the trading sector, in catering, and in tourism
 - Implementing a variety of sales promotion activities for businesses in the local agri-food industry (including region-themed weeks at food retail outlets, shared advertising in industry media)
 - Marketing agri-industry products, and networking with representatives offering rural and eco tourism at more than 40 trade fairs, markets and other events every year
 - Offering a range of quality programmes and labels to identify product quality (pro agro quality programmes, quality assurance system, Initiative Tierwohl (an animal welfare initiative), the regional trademarks "Von Hier" (locally grown) and "natürlich Brandenburg" (naturally Brandenburg)
 - Organising information and training events to exchange experience and knowledge
 - Public relations on behalf of the regional agri-food industry as well as advertising the industry's current topics and projects (pro agro food industry newsletter, the association's press releases, articles in sector related and public media)
 - The association's involvement in research and networking projects of relevance for this sector
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- Since 1992 - Marketing and networking in the agricultural and food industry
 - Own regional brands „natürlich Brandenburg“ and „VON HIER“
 - Over 40 specialist and public events annually
 - Sales promotion measures for regional products
 - Press and public relations for the industry
 - Unique combination of the marketing of the food industry and rural tourism by the association pro agro



BRANDENBURG.
ES KANN SO EINFACH SEIN.

