Diversification: How to make an income as a farmer in the mountains? A good practice exchange

Webinar: Euromontana & Vestland fylkeskommune

Thursday 19 November 2026 14.00 – 16.00 | Online, Zoom

How can mountain farmers diversify their income, and what does it take to turn an idea into a viable activity? On behalf of Vestland fylkeskommune and Euromontana, the European Association of Mountain Areas we warmly invite you to our upcoming webinar entitled *'Diversification: How to make an income as a farmer in the mountains? A good practice exchange'*.

Through a variety of examples across Europe, this webinar will discuss **the potential of diversification** in farming practices and explore key questions and challenges, including perspectives on sustainable tourism, product development, youth welfare services, transport, and creative opportunities. There is no single model for mountain farming: **bring your questions, share your experiences and join the discussion on what could work in your mountain territory.**

Agenda

14.00	**Welcome and introduction** *Noralv Distad,* Vestland Fylkeskommune *Jeffrey Moxom, Euromontana*
14.05	**Sharing of good practice: Norway, Hardanger Siderprodusentlag (Cider Production)** *Anna Gursli Langesæter, Hardanger Siderprodusentlag*
14.20	**Sharing of good practice: Italy Fattorie Aperte and Fattoria Biò** *Mario Grillo, First Vice President, Euromontana*
14.35	**Sharing of good practice: Norway: Traditional Crafts** *Kim Sølve Jacobsen, Associate Professor, University of South Eastern Norway*
14.50	**Sharing of good practice: the Basque Country: Ondarre Baserria** *Eneko Goiburu, Ondarre Baserria*
15.05	**Sharing of good practice: Norway: Inn på Tunet (In the Farmyard) Green Care** *Siv Netting Bjørkedal, Inn på Tunet*
15.20	**Sharing of good practice: Romania: A Local Gastronomic Point** *Ioana Gherghel, HoF Hărman*
15.35	**Open discussion: the potential of diversification in mountain areas, what's needed?** *Exchange of views and Q&A with participants*
15.55	**Conclusions and closing reflections** *Vestland Fylkeskommune, Euromontana*
16.00	**End of the webinar**

EUROMONTANA

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