



SmartFarmer



**Improving skills for Smartfarming as an innovative tool
for rural development and economic growth**

LLP LdV TOI project 2013-1-CY1-LE005-03114

Trainer's Handbook

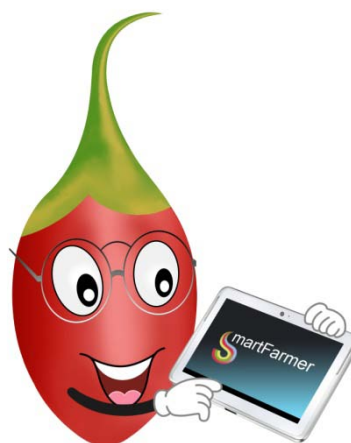
April 2015



LLP LdV TOI project 2013-1-CY1-LE005-03114

SmartFarmer

Improving skills for Smartfarming as an innovative tool for rural development and economic growth



Work Package 3:	Adaptation of the training programme
Product/Deliverable:	Trainer's Handbook

Version:	1.0	Date:	16/04/2015
Type:	Support Material		
Distribution:	Project Partners		
Responsible Partner:	Cyprus University of Technology (CUT)		
Author:	Dr. Petros Kosmas		
Contributors:	All project partners		
Approved by:	Project Partners	Date:	22/04/2015



Identification Sheet

Project Ref. No	2013-1-CY1-LE005-03114
Project Acronym	SmartFarmer
Project Full Title	Improving skills for Smartfarming as an innovative tool for rural development and economic growth

Keywords	Trainer's Handbook, e-platform, trainers
Abstract	<p>The ultimate goal of this handbook is to give the instructor the necessary guidance in order to fully meet the educational objectives of SmartFarmer training programme.</p> <p>Also, this handbook provides an overview of the training material comprising the e-platform, that was developed within the framework of Leonardo da Vinci TOI project SmartFarmer.</p>

Disclaimer	<p>This project has been funded with support from the European Commission. This Handbook reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.</p>
-------------------	---



Contents

1. INTRODUCTION.....	4
2. BACKGROUND.....	4
3. TRAINING TARGET.....	5
4. MODULES.....	5
Module 1: Strategic Planning and Marketing of “smart” organic agro-foods.....	5
UNIT 1: The Concept and Principles of Marketing	5
UNIT 2: Business Strategic Planning	6
UNIT 3: Designing Business and Marketing Strategies and Plans	6
Module 2: The Marketing Mix.....	6
UNIT 4: Product.....	6
UNIT 5: Price.....	6
UNIT 6: Promotion/Promotional tools.....	7
UNIT 7: Place /Distribution.....	7
UNIT 8: Lauterborn’s 4Cs.....	7
UNIT 9: Cooperation.....	7
Module 3: Organic Farming, Quality Schemes and Ecoagriculture.....	8
UNIT 10: EU agricultural product quality policy.....	8
UNIT 11: Towards Ecoagriculture.....	8
5. TRAINING MATERIAL.....	9
6. SMARTFARMER E-LEARNING PLATFORM.....	9
7. SMARTFARMER PROJECT CONSORTIUM.....	11
8. CONCLUSION.....	12



1. INTRODUCTION

SmartFarmer's project stimulates new eco-innovative ideas on the basis of sustainability, by leading the beneficiaries to work on a base that will increase their economic and environmental performance.

Furthermore, SmartFarmer project aims to support rural economic development in disadvantaged rural areas in project participants' countries in particular (Cyprus, Greece, Latvia, Portugal and Spain) and Europe in general, by improving skills and competences of people in the agricultural sector by introducing an innovative training programme.

The main objective of SmartFarmer project is the encouragement of the production, marketing and promotion of "smart" agro-food products (superfoods). For achieving this objective, a well-organized training programme was developed. This particular training programme is proposed to be presented and addressed to all beneficiaries.

SmartFarmer project with the title *"Improving skills for smartfarming as an innovative tool for rural development and economic growth"* is undertaken within the context of the European Commission co-funded Leonardo da Vinci-Transfer of Innovation programme.

2. BACKGROUND

Agricultural sector plays a critical role in today's globalization, characterized by lag phase growth compared to other sectors of economic activity in terms of training and innovation. At the same time, its potential imparts dynamism to the network of socioeconomic relations, and in addition transformations and progress in productive areas and geographical space.

Training and transfer of innovation are two fundamental prerequisites for the advancement and integrated development of agriculture in the EU. Especially for niche sectors, such as the bio-production of "smart" agro-foods the emphasis and focus on training is of pivotal importance.

SmartFarmer project aims to fill the gap in transfer of innovation, by proposing a number of deliverables that will ensure the provision of a training programme characterised by high value and quality.



3. TRAINING TARGET

SmartFarmer training programme must be transferred to the proposed beneficiaries:

- ✓ Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;
- ✓ Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;
- ✓ Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;
- ✓ People in rural communities, consumers and the general public.

4. MODULES

The curriculum of SmartFarmer training programme is divided into 3 Modules and was developed to meet the needs of the corresponding audience.

Module 1: Strategic Planning and Marketing of “smart” organic agro-foods

Module Summary

This Module is constructed to provide the essential concepts and principles of marketing, the basics of strategic planning and guidelines for designing business and marketing strategies and plans.

The estimated learning duration of each Unit, including the exercises is provided in parentheses.

Learning Outcomes by Unit

UNIT 1: The Concept and Principles of Marketing (90 minutes)

- ✓ Understand the meaning of the marketing concept and the functions of marketing;
- ✓ Understand the relevance of marketing to the agricultural and agro-food businesses;
- ✓ Realize the importance to implement the marketing concept.



UNIT 2: Business Strategic Planning (90 minutes)

- ✓ Understand the real meaning of a strategy and the three generic types of strategies;
- ✓ Assimilate the role of strategic planning and how strategic planning is carried out;
- ✓ Understand the relationships and the differences between the overall business strategic planning and marketing planning.

UNIT 3: Designing Business and Marketing Strategies and Plans (180 minutes)

- ✓ Define the agribusiness mission and vision;
- ✓ Understand the analysis of the external and internal environment so the trainee can define opportunities and threats (SWOT analysis and Market Research);
- ✓ Provide the structure of an integrated business plan.

Module 2: The Marketing Mix

Module Summary

This Module is envisaged to provide information about marketing mix strategies, helping learners to define the best approach for their own businesses and activities.

Learning Outcomes by Unit

UNIT 4: Product (60 minutes)

- ✓ Understand the basic features and characteristics of the product;
- ✓ Understand the features of agricultural products;
- ✓ Understand the key concept of added value to the product;
- ✓ Understand the product development sequential process and product life cycle;
- ✓ Assimilate the main concept of packaging and labelling.

UNIT 5: Price (60 minutes)

- ✓ Understand the real meaning of the price and how it is formed;
- ✓ Understand the factors that influence price;
- ✓ Learn how to calculate the right price for your products.



In this thematic Unit an application in Excel Format is included that works as price estimator so that the learner can learn how to calculate the price of an agro-product.

UNIT 6: Promotion/Promotional tools (90 minutes)

- ✓ Learn how to develop successful promotion;
- ✓ Identify the target audiences;
- ✓ Establish the communication objectives and define the message;
- ✓ Select the communication channels;
- ✓ Learn how to define the promotion mix.

UNIT 7: Place /Distribution (90 minutes)

- ✓ Understand the importance and functioning of the distribution channels;
- ✓ Learn how to choose the best distribution channels for a farm or agro-business;
- ✓ Understand that the principles of the distribution channels systems are applicable both to the domestic and foreign markets.

UNIT 8: Lauterborn's 4Cs (60 minutes)

- ✓ Understand the concept of the 4Cs model;
- ✓ Describe the 4 elements of the 4Cs model;
- ✓ Identify the basic differences between 4Ps and 4Cs models;
- ✓ Include the 4Cs model elements in your business and marketing plan;
- ✓ Reset perceptions around what to create and offer to the market;
- ✓ Apply the 4Cs approach in the business framework.

UNIT 9: Cooperation (90 minutes)

- ✓ Understand how cooperating with others can improve business activities;
- ✓ Define a strategy for cooperation in your entity.



Module 3: Organic Farming, Quality Schemes and Ecoagriculture

Module Summary

This Module is addressed to the EU agricultural product quality policy and the organic agriculture principles, legislation and certification. It will help learners to evolve towards eco-friendly cultivation practices. Also, the learners will learn all about quality standards and the three EU schemes known as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Speciality Guaranteed (TSG) products.

Learning Outcomes by Unit

UNIT 10: EU agricultural product quality policy (90 minutes)

- ✓ Identify Organic Agriculture Principles, Legislation and Certification;
- ✓ Understand the Quality Standards;
- ✓ Identify Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Speciality Guaranteed (TSG) products.

UNIT 11: Towards Ecoagriculture (90 minutes)

- ✓ Understand the main concept of sustainable Ecoagriculture, and how is linked to the real life of practitioners in the field.

Unit 11 includes a simple and concise Cultivation Guide aiming to provide some useful tips/guidelines to the learner for the cultivation of key superfoods (blueberries, raspberries/blackberries, goji berries, aronia and strawberries) related to the SmartFarmer project. The Guide was created in PowerPoint format, considering that it may be more attractive to the beneficiaries.



5. TRAINING MATERIAL

The Training Material is proposed to be provided to the beneficiaries via face-to-face (f2f) presentations covering the aforementioned Modules (Core Training Material). The trainer meets the beneficiaries on a scheduled day and time and presents to them the training material by using a well-organized presentation (PowerPoint slides or other visuals).

Other additional training material based on recognized and reliable references sources (official governmental sources, scientific journals, etc) directly related to the subject of each thematic Unit can be used by the trainer. However, the instructor should not deviate from the goals of each Module and Unit.

6. SMARTFARMER E-LEARNING PLATFORM

The SmartFarmer e-Learning Platform contains the three (3) Modules of the SmartFarmer Training Programme. This online training material can be used for individual, self-directed learning or as supporting material to other training curriculums.

The e-platform is accessible to all beneficiaries and it is offered in all participants' origin language. All beneficiaries can study the whole SmartFarmer training material or they can go directly to certain modules/units in which they are interested (see images below).

All trainers and beneficiaries can access to SmartFarmer e-Learning Platform by visiting the following link:

<http://e-platform.smartfarmerproject.eu>



SmartFarmer e - Platform

Learner's Guide

- Module 1: Strategic Planning & Marketing of "smart" organic agro-foods
 - Unit 1: The Concept and Principles of Marketing
 - Unit 2: Business Strategic Planning
 - Unit 3: Designing Business and Marketing Strategies and Plans
- Module 2: The Marketing Mix
 - Unit 4: Product
 - Unit 5: Price
 - Pricing Tool
 - Unit 6: Promotion / Promotional tools
 - Unit 7: Place /Distribution
 - Unit 8: Lauterborn's 4Cs
 - Unit 9: Cooperation
- Module 3: Organic Farming, Quality Schemes & Ecoagriculture
 - Unit 10: EU agricultural product quality policy
 - Unit 11: Towards Ecoagriculture
 - Cultivation Guide
- Contact Us

Module 1: Strategic Planning & Marketing of "smart" organic agro-foods

Unit 1: The Concept and Principles of Marketing
Unit 2: Business Strategic Planning
Unit 3: Designing Business and Marketing Strategies and Plans

Module 2: The Marketing Mix

Unit 4: Product
Unit 5: Price
Pricing Tool
Unit 6: Promotion / Promotional tools
Unit 7: Place /Distribution
Unit 8: Lauterborn's 4Cs
Unit 9: Cooperation

Module 3: Organic Farming, Quality Schemes & Ecoagriculture

Unit 10: EU agricultural product quality policy
Unit 11: Towards Ecoagriculture
Cultivation Guide

Smart Farmer Improving skills for Smartfarming on an innovative tool for rural development and economic growth Copyright © 2015 SmartFarmer Project Consortium. All rights reserved

SmartFarmer e - Platform

Learner's Guide

Module 1: Strategic Planning & Marketing of "smart" organic agro-foods

Unit 1: The Concept and Principles of Marketing

Marketing is an organizational function that includes a set of processes having as essential purpose to find out what your customers want and supplying it to them, in ways that benefit the organisation and its stakeholders.

This first unit will help the reader to understand:

- The meaning of the marketing concept and the functions of marketing;
- The relevance of marketing to the agricultural and agro-food businesses;
- Why it is important to implement the marketing concept.

Download the full unit

Go to next unit



7. SMARTFARMER PROJECT CONSORTIUM

The project partners are the following:



Agricultural Research Institute (ARI - Cyprus)



Cyprus University of Technology (CUT - Cyprus)



Union "Farmers Parliament" (ZSA - Latvia)



Harokopio University of Athens (HUA - Greece)



Greek Superfoods Cooperation (Efkarpon - Greece)



Development and Innovation Network (RCDI - Portugal)



Fundacion Maimona (FM - Spain)

Should you have any questions about this Learner's Guide or wish to learn more about the project, please feel free to contact us online at <http://www.smartfarmerproject.eu>



8. CONCLUSION

The ultimate goal of this handbook is to give the instructor the necessary guidance in order to fully meet the educational objectives of SmartFarmer training programme. The training programme is focused on more traditional teaching methods (face-to-face sessions), mainly because of the moderate or low use of new technologies by the main beneficiaries (farmers). Nevertheless, the fact that a well-organized e-platform has been developed, including the whole training material that is accessible to all beneficiaries, gives the opportunity for an excess in the SmartFarmer training process. This excess can occur even after the end of the programme and is characterized as one of the added social values of SmartFarmer.

SmartFarmer project can be defined as a responsible actor to natural areas that conserve the environment and improve the well-being of local people. The current training curriculum is proposed to be a key factor that will lead the training audiences on this challenging direction.