

SmartFarmer

Newsletter



SmartFarmer Training Programme

The SmartFarmer Training Programme is almost ready!

In the last few months we have been developing the training materials and reshaping the training programme, aiming to meet the needs of people involved in production and marketing of superfoods.

The following Modules will soon be available on the SmartFarmer e-learning platform:

Module 1: Strategic Planning and 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

Unit 6: Promotion/ Promotional tools

Unit 7: Place/ Distribution

Unit 8: Lauterborn's 4 Cs for niche markets

Unit 9: Cooperation

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Module 3: Organic Farming, Quality Schemes and Eco-agriculture

Unit 10: EU agricultural product quality policy

Unit 11: Towards Ecoagriculture

The Units will include case studies and exercises and will be translated into the languages of project partners (Greek, Latvian, Spanish and Portuguese). The materials will be available on the project website www.smartfarmerproject.eu from April 2015.

The e-learning platform will include a Learner's Guide for those that wish to study independently, however if you would like to attend a pilot workshop, please contact the project partner in your country! The dates of the workshops will be announced in April 2015.

4th Project Meeting

The 4th project meeting will take place in Los Santos de Maimona on 27-28th April, 2015.

Los Santos de Maimona is a town and municipality in the province of Badajoz, Extremadura, Spain. It is located between the San Jorge, San Cristóbal and Cabrera mountain ranges, in an area of rolling hills, on the Vía de la Plata (Silver Route) from Mérida to Seville.

Farming activity still plays an important role in the economy of Extremadura. The regional agricultural sector is highly diversified, with a variety of agricultural areas, landscapes and productive orientations (maize, rice, cereals, vegetables, fruit, olive, vine, tomato, paprika, tobacco, cattle, pigs, sheep...).

The production of berries in Extremadura is influenced by weather conditions, which until now has restricted the crop to the mountainous areas in the north of the region. Among the berries the most cultivated are raspberries, followed by blueberries/cranberries, blackberries and redcurrants. The number of producers is around 300; most of them are very small.

Extremadura has a great potential for the production of high quality organic products. The total surface dedicated to the production of organic foods in Extremadura has gone from 64,000 hectares in 2006 to about 95,000 hectares in 2010, which represents a 30% increase in this time period!

We are looking forward to meet the people that grow and market superfoods in Los Santos de Maimona/ Extremadura and discuss how SmartFarmer could contribute to the development of this sector.



Los Santos de Maimona



Extremadura

Disclaimer

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<http://www.smartfarmerproject.eu>

SmartFarmer project

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