



Vocational training in Agri-marketing for Farmers, Wholesale and Retail Managers

In 2011, within the framework
of Common Agricultural Policy
just over 47 million euros were spent
on the promotion of agricultural products.

European Commission

Marketing power for European farmers, wholesalers and retailers!

Up until recently most farmers underestimated the marketing effort and the value added by the downstream marketing sector. Nowadays, however, farmers have increasingly begun to consider ways of adding value to their production.

They invest in fresh, local and healthier food products; they develop retail markets or exploit IT and e-commerce technologies to take advantage of new opportunities. On the other end of the market, consumers have increased demand for new innovative products such as local food specialties.

To assist farmers in taking advantage of the new growing market,
the Agri-Marketing project offers:

- Formulated methodology and training content for marketing agricultural products
- Flexible learning materials- such as case studies, interactive exercises and discussion papers
- An agri-marketing trainer base
- Agri-business networking with training providers, policy makers, consultants, cooperatives and support agencies in all activities
- Exchange networks for enhanced agri-marketing information and vocational training
- Familiarization of target groups with appropriate ICT and e-commerce approaches.
- Assistance and equal opportunities for learning to all, particularly those in remote areas, young farmers and women

www.hcl-consultants.com



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This project has been funded with support from the European Commission.
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AgroTourNetQuality

European Agrotourism Vocational Empowerment

For the EU, as a whole, the share of available bed places is lower in predominantly rural regions (26.5%) than in predominantly urban and intermediate regions (28.8% and 44.7% respectively).

Eurostat

Quality standards add value to your business!

Throughout Europe, demand for agrotourism increases rapidly. So, if you are involved in agrotourism and you want to:

- improve the quality of your services,
- increase competitiveness,
- make your enterprise distinct to your target group...

take advantage of the AgroTourNetQuality!

This project developed a new European Agrotourism Quality Standard (EUAN) which will embrace existing regional practices, strategies and trends in the agrotourism market. EUAN, in this respect, acknowledges the qualification procedures developed by agrotourism stakeholders, in their effort to protect and promote the integrity of the vocational standards of the infrastructure and the quality of the rendered services.

The project aims at the vocational empowerment of agrotourism personnel with competencies for the protection, accentuation and promotion of discernible agrotourism services in Europe.

Visit AgroTourNetQuality to find ...

- The AgroTourNet e-learning software.
- The European Agrotourism Quality Standard (EUAN) based on common quality characteristics of European agrotourism.
- A trustworthy certification management system awarding the EUAN badge.

<http://agrotournetquality.tringos.eu/>



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User-friendly training tools for organic farming

As of the end of 2010,
10 million hectares of agricultural land
in Europe were managed organically
by almost 280.000 farms.

Organic.World.Net

Make a difference with organic farming!

Organic agriculture has become a way to further innovation towards healthy agro-ecosystems. While a growing number of farmers are willing "to go" organic, the expansion of organic agriculture is hindered by the lack of proper training capacities in Vocational Education and Training (VET) and other educational institutions.

Clearly, the development towards healthy agricultural systems requires an extensive network of trainers with competences to facilitate agricultural innovation and change processes.

The European project Agrotrain aims at enhancing the quality and performance of VET systems, improving information and guidance systems and strengthening the European dimension in organic agriculture management.

The project improves the employment and people's capacity by promoting creativity and innovation and provokes rapid change in the management quality of organic agriculture sector.

Are you a professional active in VET institutes, universities, adult education centers, professional and farmer associations, public body advisors, and cooperatives?

Visit the project interactive website and take full advantage of the available training tools (e-learning)!

www.agrotrain.eu



Business Transfer in SME

Transfer Family Businesses

Every year, in the EU,
450,000 businesses are transferred
providing 2 million jobs.

European Commission

Are you planning a business transfer?

The BT project offers advice and training on business transfer from parents to children, or even to someone outside the family.

The elements of this process can be the study subjects in vocational education: economics and tax regulations, business administration, social communication within the family, management, marketing and business strategies in the process of business transfer.

Business Transfer within the family is about parents withdrawing with good feelings, while their business continues on the hands of their children. The need for preparation is clear, because transfers may cause troubles within the family if participants are not well informed about administration/tax and many companies may close down without been transferred with subsequent loss of employment and investments.

If you are planning the takeover of a company, then make use of the business - transfer study guide, including texts and exercises to help you get better prepared.

www.business-transfer.nl



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Training for Business Successors

Europe is losing approximately
150.000 firms representing 600.000 jobs
a year due exclusively to inefficiencies
in business transfers.

European Commission

Preparing to take over an existing business?

Budding entrepreneurs often forget that starting a new firm is not the only way to get into business. Every year, thousands of existing small businesses close down, as their owners retire or seek new challenges, but cannot find anybody to take on the firm.

Ensuring a smooth handover is a long and sometimes complex process, but making it simpler would reduce much of the 'waste' - of skills, jobs, market presence and goodwill - when such a business closes down.

The European project BTII provides methods and tools that facilitate business takeover including.

What it has to offer you?

- A training package designed on a modular basis and combining different teaching and studying methods such as: face to face, e-learning/self-study, project oriented method (transfer plan), individual coaching and learning from practical experience.
- A Screening Tool for the preparation phase of a business transfer which provides potential successors and transferors a first business analysis, to facilitate identification of finding the right business, collection of important entrepreneurial information and evaluation.

www.btp2.eu/



Quality Certified Training of Farmers on Organic Agriculture

In 2009, organic agriculture
occupied 8.6 million hectares
in the EU.

European Commission

**Are you a VET teacher, a trainer or a tutor
specializing in Organic Agriculture?**

**Take advantage of the European project CerOrganic
to develop and certify your training skills.**

Organic agriculture addresses the need for sustainable agricultural development while meeting consumers' demand for increased food quality and safety.

Even though many EU countries offer organic agriculture training initiatives, little is known about their quality and effectiveness.

The CerOrganic project **enhanced the quality and attractiveness of all organic agriculture training systems and offers:**

- An exemplary program providing quality-certification, developed after studying required skills and competencies for organic agriculture trainers and based on EQARF requirements for training
- A blended learning approach combining theory and farm practice with online training resources (Web portal)
- A CerOrganic Quality Assurance process for organic agriculture trainers

**Visit the CerOrganic web portal and find innovative
content on lifelong learning and vocational training
practices and services for organic agriculture
trainers.**

www.cerorganic.eu



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Creating an Innovative and Competitive Egg Industry

The annual egg consumption in the European Union exceeds 12kg per person.

Global Poultry Trends 2009

Are you a professional in the egg industry? Follow an online free training course!

The CICEI project targets managers and staff in the egg industry. It mainly aims to train small and medium enterprise managers in egg production, packing, processing and marketing sectors to expand their knowledge and develop their business in an innovative manner.

How can you follow the training course? Simply!

1. Visit the website www.cicei-project.eu
2. Select a training module:
 - Innovation
 - Marketing
 - Management
 - Production and progress
 - Certification
3. Complete the module and receive the CICEI certificate which is equivalent to 10 hours of vocational education.

www.cicei-project.eu



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ComTrain

Competence Assessment and Development of Potential Entrepreneur

Lack of competences is the
main reason cited by 8% of non
self-employed Europeans for not
starting their own business

Eurobarometer 2012

Develop and assess your competences!

In the current period of dynamic economic development, with the increasing number of companies operating in a highly competitive market, it seems important to define the characteristics of an entrepreneur that enable them not only to survive, but also to develop the right skills to become successful.

COMTRAIN offers training programmes that help you assess and develop your skills in:

- Communication
- Entrepreneurship
- Efficiency
- Problem Solving
- Planning & Organizing
- Pro-active Approach

Comtrain includes lectures, case studies presented via video, training games, role playing and many other things that will make the training easier to understand.

COMTRAIN will help you:

- Test your managerial and entrepreneurial competences
- Get to know and strengthen your advantages
- Get in touch and improve your gaps
- Strengthen starting firms as well as their chances of survival
- Increase their competitiveness on the market through upgrading managerial competences
- Long term benefits through the effective organization and management of the SME

www.oic.lublin.pl/comtrain/



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European Commitment
to Entrepreneurship

The first country to explicitly
mention entrepreneurship in its national
education strategy was Lithuania in 2003

European Commission

Entrepreneurship lesson

Entrepreneurship and the learning of entrepreneurial skills is one of the main goals listed in the Lisbon Strategy. The importance of entrepreneurial skills for the further development, innovation and growth of the economy has been highlighted. An economic growth is extremely important to create new jobs.

Europe may be able to produce more entrepreneurs by promoting entrepreneurship education not only in VET-systems but also in schools and universities. Learning to undertake is important for all pupils and students in their future career.

The ECE (European Commitment to Entrepreneurship) project promoted the need for education on entrepreneurship.

The project focused on educating young people on how to be better entrepreneurs. It stimulated initiative and performance, linked to all entrepreneurial skills to make young people aware, through concrete practice possibilities of the importance of these skills, throughout a further career and lifelong learning

ECE promoted ...

- Development of social & entrepreneurial skills
- Introduction of students to business start-up and management by means of a practical experience
- Use of information & communication technologies (design, software, e-mail, videoconferencing)
- Cultivation of positive attitudes towards foreign language learning providing a real context to practice it
- Creation of a common methodology in order to strengthen the network between educational institutions and companies all over Europe

**Visit ECE to find teachers' training materials
and students' handbooks on entrepreneurship
education! Click and discover!**

www.ece.euproject.org



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E(CO)-QUALIFY

Quality Assurance
for Organic Retailers' Education

Quality Assurance System For Organic Retailing

The world's largest market
for organic products in 2010
was Germany with a turnover
of 6 billion euros.

Organic-World.Net

Are you involved in organic food retailing?

Elevate your business with appropriate certification!

The vocational training and further education of managers and employees in the organic food retail market is characterized by a multitude of offers and actions on different levels and from different organisations, for which there are currently no quality assurance measures or systems.

As part of the initiative E(co)-Qualify 20 partners from 10 countries have developed and disseminated basics of quality assurance for training in organic retailing. During the first phase, technical standards for the qualification of employees and managers were defined. In the second project phase, a comprehensive system of quality assurance for continuing education and further training in organic retail in Europe was developed.

With the newly developed Quality Assurance System, a transparent assessment and evaluation system is offered. It contributes to the harmonisation of differing national educational and training activities in professional education. The intention of the introduction of a European Quality Assurance System is to offer education on the same high level with international comparable criteria and a controllable framework in the EU member states.

Target groups and users of the E(co)-Qualify Quality Assurance System for education in organic products retailing are the providers of qualification and training, professional associations, businesses, entrepreneurs and employees and other stakeholders in the vocational training of this branch.

www.adam-europe.eu



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Implementation of a Quality Assurance System for training In Organic Food Retail

Valued at 20 billion euros, the European market comprises almost half of global organic food & drink sales.

Organic-World.Net

Market growth for organic food requires the development of qualification and vocational training for those involved in retailing organic products.

The implementation of a European Quality Assurance System contributes to the removal of barriers often provoked by different regulations in the organic food market.

The aim of the E(co)-Qualify III Project was the implementation of the European Quality Assurance System for Education in Organic Food Retail. The main focus and objectives of the project were the adaptation and testing of the Quality Assurance System (QAS) previously developed within the framework of the European project ecoqualify at national levels in Bulgaria, Greece, Romania and Turkey.

More specifically, EcoQualify III achieved the adaptation and testing of the Quality Assurance System (QAS) at the national level and modification and adaptation of the QAS for the national needs and conditions in Bulgaria, Greece, Romania and Turkey; as well as the transfer and implementation of the QAS in the practice of educational institutions (universities, colleges, vocational training centers, etc.) and retailers/farmers.

The main products of EcoQualify III are:

- The European Assurance System for Further Education in Organic Food Trade
- Licensing Guidelines
- Quality Handbook
- National quality assurance systems for further education in natural food trade in the four partner countries (Bulgaria, Greece, Romania and Turkey)

<http://ecoqualifyiii.uth.cs.teilar.gr>

Professional Development System in the Agrofood Industry

Between 2009-2011, the European Union
exported 1.9 billion euros worth of
processed vegetables on average.

Eurostat

**Do you own or are you employed by a
Small-Medium Enterprise in the sectors of quality
wine, preserved vegetables or preserved meat;**

You can now find a training method to suit your needs!

The ability to access a tool and training methodology is usually limited to large companies with large HR departments. SMEs have limited resources to devote to assessing pan-European training and development trends and as such, are less able to adapt to fast paced changes. ETNA aims to provide SMEs and their professionals the chance to assess and match their training needs within their professional development sector, with information resources of training available in Europe.

Having the possibility to use a methodology based on competitive intelligence elements allows professionals in SMEs to be aware of the latest resources on formal and informal training. The professionals will improve the competitiveness of their company as well as their personal abilities. In short, this will level the playing field between professionals from SMEs and professionals from large corporations.

What can ETNA do for you?

- Help you to develop your workers and improve your management
- Devise training plans for your company
- Support your own professional development

Develop your own training plan in 4 easy steps!

Step 1: Your objectives

- Tell us why you (or your workers) want to undertake training, what are your/their current skills and what are the skills you wish to develop.

Step 2: The educational profile

- Tell us a little bit about your educational background and any professional training you may have undertaken.

Step 3: Your Company

- Tell us about your company and give an outline of its main strategies.

Step 4: Your training proposal

- Your training offer is created, tailored to your needs.

www.etnaproject.eu

Advertising and Marketing Methods to Support the Expansion of Small and Medium Size Enterprises Beyond National Limits

More than 99% of all European businesses
are, in fact, SMEs. They provide two out of
three of the private sector jobs

European Commission

Promote your business in the Single European Market!

The creation of the single European Market, with about 500 million consumers, represents a source of enormous opportunities for Small and Medium Size Enterprises. However, many obstacles exist for SMEs wanting to take advantage of these opportunities, mainly due to the differences between how the markets of EU Member States operate.

Entrepreneurs often have aspirations to expand their business activities beyond the limits of their regional/national area in order to successfully grow their business. Often, this is undertaken with some level of apprehension by SMEs, predominantly due to the presence of restrictive factors such as:

- Limited economic resources available for SMEs to expand abroad
- Uncertainty of their ability to compete in a wider and potentially more aggressive market
- Inadequate management skills for a mature approach towards markets outside their nation or, in many cases, outside their region
- Unsuitable organisational structure/processes in place for expansion
- Difficulties for SMEs in accessing qualified assistance for development in foreign countries

The EUCOMEN project offers a positive contribution to help SMEs counteract the above factors. And to do so, it has developed practical and multidisciplinary online tools, while focusing on the development of communication and promotion methods to be used by SMEs to achieve success in foreign markets.

So, visit the EUCOMEN website and find ...

- A practical method for the creation and evaluation of personalized marketing and advertising plans for foreign markets
- A practical guide on staying competitive in the Single Market
- A self-assessment tool for Small and Medium Size Enterprises

www.eucomen.eu



Boost your career

Are you a VET teacher,
trainer or tutor wishing to upgrade
your portfolio with 21st century skills?
Do you want to act as a mentor
to entrepreneurs?

Take advantage of the European project
mENTERing and develop new mentoring
skills and competencies, especially
designed to support entrepreneurship.

How? Through the training material developed and offered
for free from the mENTERing project!

- Training Methodology for trainers on entrepreneurship topics
- Mentor's training manual
- Webinars (online seminars) that offer all the necessary
knowledge to help you develop your skills and competences
on entrepreneurship

Mentoring skills and competencies help to respond better to entrepreneurs' learning
needs and play an important role in the acquisition of new skills and competencies
needed to run a business.

Τι περιμένετε;

- Develop or/and upgrade your mentoring skills and competencies
- Strengthen your network with the world of work, esp. enterprises
- Become a mentor to entrepreneurs and help them grow
their business
- Encourage and support entrepreneurship

Be inspired and inspire!

www.mentering.eu



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HOLISTIC MARKETING FOR WOMEN FARMERS

Marketing Power for Women Farmers

42% of those who regularly work in the agricultural sector in the European Union are women. However, only in few rare cases they also own their own farms.

World Farmers' Association

More women invest, nowadays, in the production, processing and trading of local agricultural products.

This is where MikroMarkt comes in!

On MikroMarkt website, women farmers producing regional or local specialties can find a practically tested range of instructions on marketing, as well as networking contacts with other women trying to sell their products the same direct way – in order to exchange experiences and maybe team up to develop more marketing power.

In brief, Mikromarkt offers:

- Information and know-how for your marketing, through its available training toolbox
- Possibility to have your farm inscribed on this website, in order to find new partners and new clients

The Training toolbox is divided into 9 Modules. Each Module represents the typical steps of a marketing training programme. **What does a Module look like?**

A Learning Unit: They present marketing know-how, adjusted to the requirements of small farms and their products.

Case Studies: They demonstrate examples on how marketing can work in the agro-business and help you understand how marketing can be used efficiently.

A How to do it Unit: Implementing the new knowledge into the student's farm business. The How to do Units are a step by step by step process, accompanied by attached supporting "tools" and a check-list.

www.mikromarkt.eu/



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Invest in Agrotourism!

Only 15.6% of the new population could be seen in rural regions, amounting to just 3.3 million people over the period 2000-2008.

European Commission

... promoting innovation in rural region

Remote agricultural areas across Europe are in the same situation. There is a brain-drain of talented and young people moving to the cities. But rural areas are rich in cultural and natural resources, which can be exploited and developed.

The OATS project creates an international network for organic agricultural tourism to promote sustainable development in rural areas, healthy and environmentally friendly experiences for tourists, experiences and food from organic farming, innovation and modernization of rural development, preservation and dissemination of knowledge on traditional lifestyles and quality of life, originality and sustainability as a way of life in rural areas, political arguments to preserve original crafts and organic lifestyle and the balance between environmental sustainability and economic development.

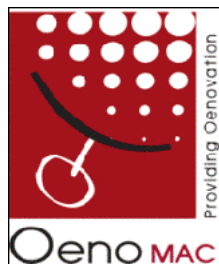
Visit the website and take advantage of...

- An international network of people involved in organic/sustainable tourism
- Methods to develop ideas and exchange experiences
- Web-based competency training combined with tailor-suited personal training (online and onsite)
- Workshops and ideas cafe

www.oats.dk



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The EU is a leading producer of wine. Producing some 175m hl every year, it accounts for 45% of wine-growing areas, 65% of production, 57% of global consumption and 70% of exports in global terms.

European Commission

...from the grape to the glass

Follow the journey from the vineyard to the glass!

A bottle of wine contains elements of different cultures, civilizations, techniques, experience, business and health.

The oeno-MAC project developed (design, development, test, validation, dissemination, promotion, guidance) innovative vocational training approaches, materials and tools to the integrated agro-food sector "from the grape to the glass", involving all actors from all levels of the production process.

5 key topics

- Vine cultivation: exchange of good practice and varieties
- Wine production & recent changes in regulation and techniques
- Bottling, labelling and other containers
- Health, gastronomy and safety
- Business and rural developments

In fact the modularity and flexibility of the training modules enables the user to design a specific package to meet their training needs combining several topics in one course.

www.oeno-mac.eu



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Ανάπτυξη Δεξιοτήτων για Εκπαιδευτές Βιολογικής Γεωργίας στα Βαλκάνια

Μεταξύ 2007-2008, η συνολική
επιφάνεια βιολογικής καλλιέργειας
στην Ευρώπη των 27 αυξήθηκε κατά 7.4%

Eurostat 2010

Επιθυμείτε να ασχοληθείτε με τη βιολογική γεωργία; Το Organic.Balkanet σας ρώνει τις απορίες!

Η συμβατική γεωργική παραγωγή εξαρτάται από μη ανανεώσιμους πόρους (εκμηχάνιση, λιπάσματα, φυτοφάρμακα κλπ), με αποτέλεσμα να επιβαρύνεται το περιβάλλον και να υποβαθμίζεται η ποιότητα του εδάφους και του νερού. Οι ηπιότερες μορφές γεωργικής εκμετάλλευσης μπορούν να διασφαλίσουν τη φυσική μας κληρονομιά.

Στο πλαίσιο αυτό, η βιολογική γεωργία κερδίζει έδαφος αλλά χαρακτηρίζεται από έλλειψη σαφήνειας ως προς τις μεθόδους και τα αποτελέσματά της. Τόσο οι καταναλωτές, όσο και οι επαγγελματίες γεωργοί δεν είναι απόλυτα βέβαιοι για το τι είναι η βιολογική γεωργία, ποια είναι τα οφέλη της, ποια προϊόντα καλύπτει και ποιοι περιορισμοί ισχύουν στην εφαρμογή της.

Για το Organic.Balkanet συνεργάστηκαν ακαδημαϊκά και ερευνητικά κέντρα, δημόσιοι και ιδιωτικοί φορείς επαγγελματικής εκπαίδευσης και κατάρτισης και επιχειρήσεις που δραστηριοποιούνται σε αγροτικές περιοχές, με στόχο να δημιουργήσουν προγράμματα επαγγελματικής εκπαίδευσης και κατάρτισης στην βιολογική γεωργία.

Το Organic.Balkanet διευκολύνει τη μεταφορά καινοτόμων πρακτικών εκπαίδευσης και περιεχομένου ηλεκτρονικής μάθησης στην επαγγελματική εκπαίδευση των νέων και των ανέργων επαγγελματιών αγροτών, καθώς και σε επαγγελματίες αγρότες των νέων κρατών-μελών της Ευρωπαϊκής Ένωσης.

Πως μπορεί να σε βοηθήσει;
Η διδακτέα ύλη του Organic.Balkanet είναι διαθέσιμη, κατόπιν εγγραφής, στο <http://ob.moleportal.eu/index.jsp>. Δυσνητικοί χρήστες των εκπαιδευτικών εργαλείων είναι όλες οι μικρομεσαίες επιχειρήσεις που δραστηριοποιούνται σε αγροτικές περιοχές καθώς επίσης και εκπαιδευτές, καθηγητές και ειδικοί στον τομέα της βιολογικής γεωργίας.

www.organic-balkanet.eu/



Με την υποστήριξη του Προγράμματος Δια Βίου Μάθησης της Ευρωπαϊκής Ένωσης.
Το σχέδιο αυτό χρηματοδοτήθηκε με την υποστήριξη της Ευρωπαϊκής Επιτροπής.



Organic Agriculture in the Mediterranean

Between 2007 and 2008, the number of producers (agricultural Holdings) using organic farming methods rose by 9.5% within the European Union.

Eurostat

Are you promoting organic farming? Organic.Mednet is what you are looking for!

Public awareness on environmental issues, as well as food safety and quality, have brought forward organic agriculture as an approach capable of producing safer products, without compromising the environment.

Due to the particularities of the agricultural sector though, it is difficult to promote the new culture of sustainable agricultural production to its stakeholders. The slow introduction of organic agricultural topics in academic and vocational educational systems prevents the appropriate education of agricultural professionals.

Still, some organisations drive their own awareness and education initiatives for the promotion of organic agriculture in countries around the world. In addition, during the past few years, there have been several pilot actions that have enhanced the creation of e-learning content on organic agriculture theory, methods and practices.

In this direction, Organic.Mednet used existing results, as a basis to appropriately adapt, transfer and validate them for training of new user groups.

Visit Organic.Mednet to find:

- Reports on training needs in new-user Mediterranean countries
- Reports on existing content on organic agriculture curriculum
- Training scenarios

www.organic-mednet.eu



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Promotion and Marketing of Local and Regional Products

Across the EU, training activities for almost 250.000 beneficiaries have been supported and approximately 1.2 million days of training have been delivered, between 2007-2010

European Network for Rural Development, 2012

Conquer the markets with good marketing!

For many farmers all over Europe survival in a rapidly changing agricultural and economic environment depends on the development of special niche products and markets.

The success of the local/niche products depends on reasonable marketing strategies. Also, the success depends on the competences of the producer to comply with all the European and National requirements regarding producing, documentation and all the other binding procedures in the process.

Develop appropriate skills through a suitable training program!
Be A Proudfarmer!

Get your hands on the Methodological Training Tools in Marketing (MTTM), developed by the ProudFarmer project.

ProudFarmer...

- Is strongly end-user driven.
- Relies on knowledge-based approaches.
- Combines high quality information on the best practices from different corners of Europe.
- Motivates farmers to apply their full capacities to be competitive in the new economic conditions.
- Offers tools and a curriculum for VET and life-long education systems.
- Helps farmers to comply with the European and national legal requirements that often are the main hindering factor in their efforts to start new kinds of agricultural production.

www.zemniekusaeima.lv/en/proudfarmer/



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Modern Skills for an Old Profession

In 2011, EU sheep population exceeded 85 million.

European Commission, DG Agriculture and Rural Development

Learn basic and herding sheep skills...

... and empower yourself to develop creative and innovative design and products

Sheep have played a great role in landscape management and nature conservation, in regional economies and rural culture in nearly all European countries. Meadows and nature grazed by sheep are amongst the richest biotopes as regards diversity of different plants and insects. Beyond the contribution of sheep to landscape management and nature conservation, sheep farming has more potential for the regional economy.

Do you know there are opportunities for new income from...

- hiring sheep as "grasscutters"?
- sheep dog demonstrations and open courses on shepherding skills?
- sustainable agriculture tourism?
- crafts around the wool and skin and the art of preparing traditional food?

The **Sheepskills** project explores new opportunities for sheepfarming, provides a platform for ideas and best practices exchange, offers a detailed curriculum for teaching new skills, contributes to the emergency of experience economy and encourages the use of modern technology and marketing for new products across Europe.

www.sheepskills.eu/



Women Entrepreneurs in Rural Tourism

With over 56% of the population in the 27 Member States of the European Union (EU) living in rural areas, which cover 91% of the territory, rural development is a vitally important policy area.

European Commission

Are you a woman entrepreneur involved in rural tourism or the crafts industry?

The European training programme WERT suits you because it aims to meet the needs and build the skills of women entrepreneurs involved in rural tourism and crafts and improve the quality of training provided by the vocational education sector.

The programme aims to help women entrepreneurs market their products and services more effectively and encourage networking across borders and the sharing of knowledge and best practices at a European level.

The WERT training programme is aimed towards:

- Women entrepreneurs involved in rural tourism, crafts and food production
- Women who wish to enter the sector in order to become economically active and independent
- Vocational training providers, to help women entrepreneurs develop the required business skills e.g. Management, Information Technology and Marketing

Visit the WERT website and find:

- A training package using a variety of innovative learning methods, including e-learning, to suit women entrepreneurs
- An area for networking and marketing across Europe

www.wertedu.eu



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