



MARLO

*Marketing of local
and organic food products*

LEARNER'S GUIDE

What MARLO Training Tool is and how to use it



Programa de
Aprendizaje
Permanente

Sustainable development of European rural areas through cooperation in
marketing of local and organic food products

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TABLE OF CONTENTS

1. Introduction
2. Background
3. Who should use MARLO Training Tool
4. Learning Objectives
5. The structure of the Training Tool
6. Knowledge Pills
7. Case studies
8. Use MARLO Training Tool the way you like!
9. MARLO for trainers
10. Contact MARLO Consortium



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1. INTRODUCTION



The **MARLO project** aims to improve the competitiveness of rural SMEs by introducing a Methodological Training Tool in Marketing of Local and Organic Food Products, and to encourage sustainable development of rural areas. The project is based upon the transfer of the results of LdV project ProudFarmer that was successfully completed in 2010.

This document is the Learner's Guide to Methodological Training Tool on Marketing of local and organic food products that was developed in MARLO project (2013-2015) implemented under the EU Leonardo da Vinci Programme.

The Guide provides the overview of the MARLO Training Tool and gives some suggestions on how to use the Tool either as a stand-alone learning resource (for individual learners) or as a part of a training programme.

2. BACKGROUND

There is a large number of small companies in agriculture that produce the same product for the same market. Such farmers strongly depend on market fluctuations. The way to overcome this challenge is to produce special products with added value, or niche products.

One of the "trends" that can be considered niche production (about 2% of EU food market) is organic farming, which provides great benefits for consumers, environment and local economy. Analysis of EU organic sector (EC, 2010) showed that organic production was growing faster than consumption, which may imply some difficulties in sales. On the other hand, imports satisfy a large part of growing demand and local producers need to become more professional and competitive.

Success of local and organic food products depends on different competencies of producers, retailers, tourism sector, and the level of their cooperation. In the times of economic crisis, the companies need to put even more efforts to promote their products and stay competitive.



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Small and niche/ organic farms are less able to compete in global markets than large commodity farms, however their business may be well supported by agricultural or food/ culinary tourism.

The tourism sector benefits from the cooperation with local producers and development of a local brand by being able to offer authentic and quality local products, unique shopping and culinary experiences, and intensive marketing of the area and its products. By linking tourism with other sectors, a strong regional product brand can be created and local entrepreneurs can gain opportunities for market access and increased sales, as well as marketing and promotion.

3. WHO SHOULD USE MARLO TRAINING TOOL

MARLO Training Tool is intended for

- ✓ rural SMEs - farms, producers, tourism, retail companies - involved in production, marketing and sales of local and organic products.

It may also be used by

- ✓ students,
- ✓ trainers and training organisations,
- ✓ anybody interested to learn about marketing of local and organic products.

Consider using MARLO Training Tool if you are looking for a short course on marketing and would like to see how small companies in Europe develop and promote their products.

MARLO Training Tool is available in 5 languages: Greek, English, Latvian, Lithuanian and Spanish.



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4. LEARNING OBJECTIVES

After studying the materials provided in MARLO Training Tool, you will:

- ✓ know what marketing is and why it is important for your business
- ✓ understand how the current economic environment influences small producers and how they can use marketing to their advantage
- ✓ learn how to perform market research and develop a marketing strategy
- ✓ understand what segmentation is and how to select your target market
- ✓ be able to create a Marketing Mix for your market
- ✓ learn more about branding and brand strategy
- ✓ discover the advantages and risks of using the social media and understand what social media strategy your company could employ



5. THE STRUCTURE OF THE TRAINING TOOL

MARLO aims to encourage cooperation of local producers and tourism sector, and show how it can lead to more successful marketing and development of both sectors.

The tool has been developed according to the results of the need analysis carried out by MARLO partners, and consists of three parts:

- ✓ Marketing "knowledge pills": 23 short learning units covering the basics of marketing, the overview of the current economic environment, introduction to market research and marketing strategies, marketing mix, branding and use of social media.
- ✓ Case studies, aiming is to show examples of good practices and successful stories of local producers/ farmers/ SMEs or entrepreneurs. The case studies show how these companies and entrepreneurs have developed different services and products and successfully promoted them, attracting more customers and diversifying their business.
- ✓ Videos illustrating these case studies.



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6. KNOWLEDGE PILLS

The "knowledge pills" are divided into 4 modules:

- 1. First principles of Marketing**
 - 1.1. Marketing Concept
 - 1.2. Reasons to get started
 - 1.3. Starting thinking different

- 2. Entering into the market**
 - 2.1. Rapid globalization
 - 2.2. Sustainable marketing
 - 2.3. Digital age
 - 2.4. The growth of non-profit market
 - 2.5. The changing economic environment

- 3. Market research and marketing strategy**
 - 3.1. Basics of market research
 - 3.2. How to perform market research
 - 3.3. Marketing strategy
 - 3.4. Selecting the target market
 - 3.5. Introduction of marketing mix
 - 3.6. The product
 - 3.7. The price
 - 3.8. The place
 - 3.9. The promotion
 - 3.10. New approaches to marketing mix

- 4. Branding and Social Media**
 - 4.1. The branding
 - 4.2. Brand Strategy
 - 4.3. Social media
 - 4.4. Social media strategy
 - 4.5. Advantages and risks of using social media



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7. CASE STUDIES

MARLO Training Tool includes 8 case studies from partner countries (Spain, Latvia, Lithuania, Cyprus) that show how small local producers or companies in tourism sector have successfully developed and promoted their products and services. These are the case studies that you will find in the Training Tool:

1. Ievas Siers (Ieva's Cheese)/ Latvia
2. Very Berry Ltd/ Latvia
3. Aphrodite Delights Ltd/ Cyprus
4. Erikas Augustinavicius/ Lithuania
5. Ktima Christoudia winery/ Cyprus
6. Pas tevukus/ Lithuania
7. Pastoralia interpretative centre/ Spain
8. Uncle Picho- Artisans Products of Las Hurdes/ Spain

The case studies are presented as descriptions and videos.

8. USE MARLO TRAINING TOOL THE WAY YOU LIKE!

MARLO Training tool is developed in a form of "knowledge pills" for a reason - in this way it is easy to **select the "pill" that is of most interest to you**, and increase your knowledge on that specific subject in a very short time. Each "pill" takes less than 20 minutes to read.

In case you would like to further extend your knowledge, you will find a list of suggested materials in the end of the "pill".

On the other hand, if you are willing to **study the whole material of MARLO Training tool**, the "pills" are presented in a specific order that will help you move from one subject to another and continuously build your understanding on what marketing is and how it can make your business more successful.

You can read the learning materials online or download them, either specific "pills" or the whole e-book in your preferred language.



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After (or before) studying the knowledge pills, you may consult the case studies that are presented as descriptions as well as in the form of videos - these are examples of how companies involved in production of local food products or/ and tourism sector use marketing in their work.

MARLO Training tool can be accessed online at

<https://sites.google.com/site/marloprojecteu/training>.

Please choose your language - the Tool is available in Greek, English, Latvian, Lithuanian and Spanish.

Use MARLO Training Tool the way you like!

9. MARLO FOR TRAINERS

If you are a trainer or training organisation, you are welcome to use MARLO Training Tool in your work.

The division of learning materials into "knowledge pills" is related to the concept of single concept learning or "thin slicing". Considering the short attention spans and limited time that busy entrepreneurs (and adult learners in general) have today, single concept or bite-size learning focuses on one behaviour change, one narrow concept and one slim goal at a time. The knowledge pills can be further divided into smaller parts that would take just a few minutes to read, and would be "served" as knowledge "snacks". The learning experience can be integrated into a blended learning intervention (e.g. a mix of managerial coaching and instructor-led training), which will provide multiple paths for participants to get the message.

Aiming to encourage cooperation of local producers and tourism sector, and exploit the joint marketing possibilities and potential, it is advisable to mix the learners audience and involve learners from both sectors.

The examples and case studies provided in the Tool are mostly



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from the sectors of food production and tourism; the companies featured in case studies are located in Cyprus, Latvia, Lithuania and Spain. If you use MARLO Training Tool in another country, it could be useful to add more local examples.

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10. CONTACT MARLO CONSORTIUM

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