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FARM INC: INTRODUCING MARKETING PRINCIPLES IN THE AGRICULTURAL SECTOR

LIFELONG LEARNING PROGRAMME LEONARDO DA VINCI - MULTILATERAL PROJECTS -

TOI (TRANSFER OF INNOVATION)

1st Web conference// 6th February 2014

PARTICIPANTS		
Partner	Country	Participants
University of Macerata (UNIMC)	Italy	Alessio Cavicchi Chiara Rinaldi Umberto Silvi
Militos Emerging Technologies & Services (MILITOS)	Greece	Georgia Micheli
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Biedrība "Zemnieku Saeima" (UNION FARMERS' PARLIAMENT)	Latvia	Zanda Kruklite Inga Berzina
Committee of professional agricultural organisations in the EU (COPA-COGECA)	Belgium	Amanda Cheesley Prodromos Kalaitzis

Introduction

The Farm Inc 1st Web conference, was held on February 6th from 13 to 14.30.

The tool used for the conference was Adobe Connect Platform, provided by UNIMC .

All partners were present except RNDO Limited, having duly notified the partnership beforehand. It has been agreed upon, that RNDO will be updated after the meeting about main issues discussed.



The main aspects discussed:

Administrative issues:

- finalization of the consortium agreement. In order to finalize the consortium agreement, it is first necessary to reallocate tasks and budget of the missing partner PENA (Greece) between other partners. Once that is done, an amendment will be sent to ISFOL National Agency. As soon as the agency accepts the amendment, the consortium agreement will be signed.
- Templates and project handbook in ENG will be distributed to all partners.

WP2 Quality Assurance: WP leader (HAU) has already prepared a draft that is being checked by the organisation managers in order to add annexes and a provisional risk management plan. By next week the final draft of the quality planning will circulate between partners in order to be agreed upon and then delivered. Moreover, an evaluation questionnaire will circulate to collect partners' assessment of the web conference.

Militos and RNDO will provide a collective mailing list for the project partners and will upload the WP3 questionnaire into Survey Monkey.

Website is almost ready. Only one translation of the project content is missed, but it will be provided in a couple of days. Therefore, by next week, also the project website is going to be launched.

Once the project website is finalized, the first press release will be provided.

Main discussion revolved around the WP3 "Needs and transferability analysis", as it deals with upcoming activities and deadlines.

-Database: partners have been asked to insert agriculture marketing and management projects and training initiatives at Regional, National and/or European level into the database. Deadline is on February 15th.

-Questionnaire: Discussion mainly dealt with explanation and/or clarification of some aspects of the questionnaire:

- some questions were added in order to understand on the one hand how long a farmer has been involved in the field of agriculture personally and another to understand how long is his/her farm involved in the sector;
- It has been suggested to add a question on the economic dimension of the enterprise, like the turnover. COPA will provide a battery of scales/options able to compare economic dimension of agricultural enterprises, in order to obtain comparable results between different European countries.
- it has been suggested to add a question about the location where the enterprise is;



- Questionnaire provides a list of products produced by farmers, concerning both primary production and processed products. It has been put forward that in many European countries farmers only deal with primary production, but also that in many countries – like Italy – farmers are involved as well with processing. Therefore, the list has been kept as wide as possible to include all potential differences throughout Europe.

Questionnaire will be finalized by next week and partners will provide translations in target languages. In case the questionnaire is going to be completed in a face-to-face modality, the partner involved will upload face-to-face questionnaires into Survey Monkey, to facilitate data analysis.

