



Document Title

Date of Issue 7/03/2014

Author(s) Chiara Rinaldi

Contributors Alessio Cavicchi

Contact name

E-mail address chiara.rinaldi@unimc.it

Organisation UNIMC

Approval Status Draft Final

Number of Pages

Keyword list

Recipients Only Partners Public

Method of Distribution Email Internet

Confidentiality Status Confidential Public

History

Version No	Date	Revised by
1	7/03/2014	
2		
3		



FOCUS GROUP WORKSHOP DATA

Country	Italy
Date	27 march 2014
FG Start	15.00
FG End	16.30
Inviting Organisation	INIPA
Moderator	Daniela Dionesalvi

FOCUS GROUP LIST OF PARTICIPANTS

Nr	Name	Organisation	Position	Email
1	Federico Borgoni	Coldiretti	Employing and Labour Expert	federico.borgoni@coldiretti.it
2	Salvo Marino	Foragri	Training Expert	s.marino@foragri.com
3	Carlo Parlagreco	Inipa	Traning Expert	parlagreco@coldiretti.it
4	Luigi Tarallo	Comitato Indirizzo Foragri	Teacher	luigi.tarallo@coldiretti.it
5	Ilaria Mazzoli (call conference)	Areascoa	Teacher	ilaria.mazzoli.consultant@gmail.com
6	Rita Gentili	AGER	Rural Development	rita.gentili@coldiretti.it



			Expert	retti.it
7	Daniele Rossi	INIPA	Expert	danielefederico.rossi@coldiretti.it
8				
9				
10				
11				

FOCUS GROUP DISCUSSION

Educational content area: BUSINESS PLAN

Input/suggestions regarding CONTENT

About the Business Plan the aspect which came out was the gap in farmers habits to draft a business future strategy considering all the variables. We can help farmers to improve their entrepreneur culture by introducing them to the two BP levels: determine their goals and outline their financial needs. In MTTM exists good materials to update but the participants suggested to draft a BP guide. It could be set up a tool based on selected choices. Each question opens different path to follow to make the tool more personalized and targeted. Templates, samples, software are welcome because the BP can be understood only by the practice.

It was underlined as the BP is important to have funds, also credit funds.

Finally considering the project aims to enhance marketing abilities it is important to deepen the marketing plan with all its ingredients (message, audience, media channel for the campaign, available budget...)

OTHERS

Educational content area: PRICE STRATEGIES

Input/suggestions regarding CONTENT



Pricing is considered a marketing activity so it should be concerned in the course including it in the marketing mix . So it should be developed together with the other aspect:
Product—designing, naming, and packaging goods and/or services that satisfy customer needs
Distribution—efforts to make the product available at the times and places that customers want
Promotion—communicating about the product and/or the organization that produces it
And of course, Pricing—determining what must be provided by a customer in return for the product.

Next to the theory exercises should be included: ask to participants of the course to draft their price strategies and to place them, present bad cases and ask to participants to identify the mistakes.

OTHERS

Educational content area: PRODUCT DEVELOPMENT

Input/suggestions regarding CONTENT

A MKTG training course should start form here, according to the Focus Group’s participants.

This module should stress about how far people perceive a product value. The perceived in consumers’ idea. Farmers consider their products good as an axiom. They take for granted everybody thinks in the same way. There was a strongly felt view form the focus Group that the priority is building a marketing perspective about this. A training course has to convince farmers that if their product is good this must be known and universally recognized No matter how ingenious your product or service is if no one will know and find it.

This means farmers need to attract consumer and make it easy for them to learn more about product or service. A communication plan has to be developed.

But - it must be reminded that only when you know who you are (placement) you can communicate it to other – suggested one person in the Focus group.

Then the course should address the issues of place with all the elements that composes it: price, brand, packaging .. and then how to communicate the product and through what channels

OTHERS

A training programme has to be based on identified needs



Educational content area: PROMOTION

Input/suggestions regarding CONTENT

The participants identified a range of themes, concerns and practical suggestion for taking this module forward. One problem is that most entrepreneurs don't have marketing experience. They may be skilled tradesmen, expert in how to product excellent food, but they're not marketers. Some don't realize that executing a solid marketing strategy is essential to any business's success. Others know it's important but don't know where to begin

It is important to understand that on the demand side consumers are changing their life styles eating habits. They want tasty product, convenient, in small portion, safety, respecting animal welfare standard and so on.. The focus group suggest to include in the module the consumers' need and habits. They also underlined the opportunity to describe to farmer the new technology 's tools (web. 2 technologies, how to set up a fb page for the farm...)

OTHERS

Educational content area: DISTRIBUTION CHANNELS

Input/suggestions regarding CONTENT

The focus group showed that something is changing in agricultural distribution channels. Innovative marketing channels for quality products are increasing (direct sale, collective initiatives, local market...)

A change in perspective is needed , agriculture more than ever is multifunctional. It means agribusiness (marketing processing direct selling) but also let the civil society know agriculture, supplying cultural services.

In this framework the heavyweights are struggling hard to defend their position. Retailing chain are becoming very large. The example of Campagna Amica organized direct sell could be a good example to use. In the course we can describe the numbers, the localizations, the rules, the launch campaign. The message, the results of this project.

OTHERS



Educational content area: **MARKETING COOPERATION**

Input/suggestions regarding **CONTENT**

Later on when principle concepts are understood. You are awarded why to communicate so you can decide to communicate together

The experts talked about the alliance between tourism and agriculture for instance.

The co-marketing includes collaborative activities with the purpose of obtaining benefits in the approach to its target market by using different types of marketing initiatives; this kind of activity is yet to be developed in the usual farmer's marketing strategy but some actor could be find it really useful. The main point is to find the development center between product, sale, market and price, because the right strategy is really "specific".

OTHERS

Educational content area: **BRANDING**

Input/suggestions regarding **CONTENT**

The assumed point of reference for the branding area in the focus group is the Campagna Amica brand. Over the past years, Campagna Amica had an always growing importance in Organization strategy, pointing to the "friendly" relationship between the consumer and the producer, based on genuine, not-mediate report, expressed from the "zero km." formula. The link with the territory and the adoption of agronomic practices compatible with environmental protection and biodiversity gives to the Campagna Amica Brand a wide and recognizable spread even amongst those who do not choose the direct sell.

Hereby some contents and arguments to developed that were listed by participants: Tracebility, Too brands today, how to make the consumer recognise your, How much can cost, When the results arrive, Communication plan to spread it , Why to share a brand, The rural branding added value (reputation), Communication Plan, Certification PDO & PGI, Disciplinary, The audit, Consumers trends

OTHERS

We need a future oriented approach. Training in agriculture has to be continuous and incremental not a radical one.



Educational content area: LEGISLATION

Input/suggestions regarding CONTENT

Legislation has been considered a too domestic theme to be develop in a transnational partnership

OTHERS

Educational content area: INTERNATIONALISATION

Input/suggestions regarding CONTENT

It has been recognised that international trade can be a good chance for farmers. During the last years of crisis the agrofood sector in Italy suffered less than other sectors. By developing international markets for domestically produced goods and services a farm can reduce the risk of operating in only one market, gain adequate experience and then go on to set up marketing facilities abroad. In the last period the export increased and helped farmers to face the decrease of domestic sell (1 bottle of wine out of 5 is exported in Italy- 140 countries import Italian food!)

For small farms to internationalize is really an hard job, they need to learn to export in network, in partnership, with brands...

First of all, a course should make to understand to the farmer if going abroad with their products is worthwhile: what are the right volume to plan , the borderline laws, legislation how to manage the payment , the credit ,non-tariff barriers, technical requirements, contractual agreements, patent licensing...

Focus group proposed to include in the module a check list of all the variables a farmer who intends to export should inform, ask, reach information...

Hereby some contents that were suggested: Introduction to export, Why internationalize, What it means to export, The decision to export: the organizational implications, the process of internationalization, the characteristics and differences in markets Packaging, taxation, label, certification required Package delivery...

OTHERS



Educational content area: TRACEABILITY OF PRODUCTS

Input/suggestions regarding CONTENT

The traceability of product is one of the most important point of recognition of the Organization. It is both the main form of protection of the farmer production and the example of transparency and a guarantee of health towards the consumers. To underline the importance of the traceability for a farmer formation could mean offer him a way to ward his production and the link with the buyers even in a state of trouble. This is especially important in those cases in which the legal obligations are seen as restrictions and not as resources.

OTHERS

GENERAL DISCUSSION: In your opinion, which learning formats are more useful to farmers?

- Web-based training
- Blended learning (including face to face sessions and online learning)
- Classroom Training (Instructor Led)
- Case studies investigation
- Participation to conferences
- Participation to Fairs
- Games
- Role playing



- Comics
- Stage and internships (e.g. Erasmus for Entrepreneurs)
- Field day (practical demonstration activities)
- Farm and study visits
- Other

The training format more useful for the farmers is considered the blended learning. It is important to avoid too much theory as entrepreneurs are real concrete people. Simulation techniques are essential. Tutor (also farm tutor) and facilitator in a stage experience are important.

About using games the focus group suggested to make examples of right or wrong cases (f.i. packaging) in a sort of “find the mistake” game.

Also It was said that easy practical communities places where to meet should be provided

It has been underlined that “The training has the task to introduce opportunities “ open minds of farmers.

Every module should be structured as follow: theory – fil rouge – case study/video/tutorial/game/photogallery - test