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Desktop research analysis

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DATA SHEET ANALYSIS

In order to understand target groups' needs and to avoid duplication of efforts concerning training material to be transferred and new modules to be developed, a data sheet about marketing and management projects and training initiatives similar to Farm Inc has been created.

The data sheet consists in 2 sheets:

1. Web Search: collects National and international projects and training initiatives on marketing for the agricultural sector;
2. ADAM: collects relevant European projects about marketing for the agricultural sector reported in the ADAM database.

Several aspects have been taken into account in order to compare projects and training initiatives. The only requirement for including projects/training initiatives was the focus on marketing and management.

For the Web Search: Country; organization/coordinator; partnership countries/involved bodies at National or Regional level/Project/training initiative name; year of implementation; duration; training description (training content AND training objective); target group; format (F2F/ e-learning / blended); contact details; website.

For ADAM search: Countries involved; coordinator; project name; duration; training description (training content AND training objective); target groups; format (F2F/ e-learning / blended); link; contact details.

To summarize main insights coming from these searches, some main aspects will be compared for the aims of this report:

- Country;
- Training content
- target groups



- format

If needed, further information is reported in the data sheet.

Web Search Classification:

- 5 projects/training initiatives in Italy;
- 2 projects/training initiatives in Cyprus;
- 8 projects/training initiatives in Greece;
- 5 projects/training initiatives in Latvia;
- 5 projects/training initiatives in Belgium.

Training content compared:

the content has been compared against the topics that have been chosen for the questionnaire, in order to understand if all aspects related to marketing and management for the agricultural sector have been covered.

Data sheet analysis provided the following frequencies:

CONTENTS	FREQUENCIES
BUSINESS PLAN	8
PRICE STRATEGIES	8
PRODUCT DEVELOPMENT	10
PROMOTION	12
DISTRIBUTION CHANNELS	8
MARKETING COOPERATION	5
BRANDING	3
LEGISLATION	7



INTERNATIONALISATION	6
TRACEABILITY OF PRODUCTS	2

ADAM Search Classification

23 projects have been classified. Data sheet analysis provided the following frequencies:

CONTENTS	FREQUENCIES
BUSINESS PLAN	11
PRICE STRATEGIES	13
PRODUCT DEVELOPMENT	13
PROMOTION	15
DISTRIBUTION CHANNELS	7
MARKETING COOPERATION	3
BRANDING	1
LEGISLATION	6
INTERNATIONALISATION	7
TRACEABILITY OF PRODUCTS	10

Final table: Web Search + ADAM Search

Data sheet analysis provided the following frequencies:



CONTENTS	FREQUENCIES
BUSINESS PLAN	19
PRICE STRATEGIES	21
PRODUCT DEVELOPMENT	23
PROMOTION	27
DISTRIBUTION CHANNELS	15
MARKETING COOPERATION	8
BRANDING	4
LEGISLATION	13
INTERNATIONALISATION	13
TRACEABILITY OF PRODUCTS	12

From the analysis it is possible to observe that:

Promotion scores the highest frequency (27), followed by Product Development (23), Price Strategies (21) and Business Plan (19). These results are not surprising, as these topics represent the basic 4 Ps in marketing: product, place, price, promotion, even though the "place" itself is not directly mentioned.

Other recurrent topics emerging from the data sheet analysis that do not correspond to the topics in the table are:

- Innovation
- Entrepreneurship
- Quality and Certifications
- Management and Human Resource Management
- Sustainability (environment, food waste, energy savings and so on)
- Consumer Behaviour
- Organic agriculture
- Soft/intercultural skills
- New technologies (e-commerce, web marketing, electronic transactions and so on)



It needs to be underlined that these topics are transversal subjects, that will need to be operationalized according to each specific topic contained in the table. It seems important to mention that several projects stressed the importance of Organic Agriculture, which may stand as an additional topic.