



Introducing Marketing Principles in the Agricultural Sector



The European agricultural sector has undergone deep and massive structural changes over the past decades. Even though the importance of the sector for the supply of products for the European economies remains unchanged and has even increased, the agricultural sector has continuously become much less important as a source of jobs. The increased efficiency in farming and production is challenging in many countries the traditional role that small scale farmers play in farming, production, rural development, and the diversification of the rural economy. There is an ever increasing need to find market niches and to create alternative careers for agricultural entrepreneurs, especially in rural areas. The European Member States acknowledge the changes in the market, and have reformed the Common Agricultural Policy (CAP) and its overall goals over the past years, moving from product to producer support and emphasising its priorities to economic, environmental and territorial issues. A key priority of the reformed CAP is to enhance competitiveness at farm level, including restructuring and modernisation measures as well as supporting young farmers to start a business.



WHY FARM INC.

Farm Inc. addresses the issue of competitiveness at farm level and aims to facilitate a more competitive and viable agricultural sector operating and a properly functioning supply chain, which contributes to the maintenance of a thriving rural economy. Therefore, Farm Inc. will develop a specific tool that will offer training in branding, marketing and internationalisation, which is tailor-made to the needs of small farmers and farmer associations in Greece, Italy, Belgium and Latvia. The main beneficiaries of this project are small farmers, agricultural entrepreneurs and their associations who produce local, high quality products, but lack the know-how to use sound marketing principles for the promotion of their products.



Aims and objectives

- Introduce the concept of an innovative marketing strategy (especially the added value of rural branding and internationalisation) to the agricultural community (farmers and farmer associations) in order to increase the bargaining power of small producers in the existing food chain and to open new market possibilities;
- Adapt, develop and transfer the existing innovative training material (i.e. Methodological training Tool for Marketing, developed under the LdV ProudFarmer project) in order to address the needs of the agricultural community in the target countries;
- Develop interactive training methods for this material to facilitate the learning process;
- Provide VET trainers with a concise and user friendly training tool to address the needs of learners in the agricultural sector;
- Strive for the integration of the training tool in official VET systems in the target countries and beyond.



WHO WE ARE

The Farm Inc. consortium consists of 7 partner institutions from 5 EU member countries (BE, CY, EL, IT, LV) with complementary profiles (universities, agricultural associations, VET providers, consulting firms) and expertise that will ensure the smooth implementation of all project activities. Each involved consortium member offers its expertise in the respective fields according to a well-defined and clear tasks allocation plan and strategy.



CONSORTIUM

PROJECT LEADER



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