Press Release

… February 2014

Helping farmers to open up new markets with better marketing

Agricultural businesses and farms are increasingly challenged by a rapidly changing business environment and an increased global competition. The vast majority of European agricultural entrepreneurs which are small and medium sized enterprises (SMEs) need to find new ways to compete with the international network and structures of multi-national companies. Innovative marketing methods and tools can be a step to support SMEs and increase their knowledge and bargaining power.

There is a great potential for regional and local products in the market, but a lack of marketing strategies, such as regional branding that enable SMEs to better address the consumers' need for local, high-quality products. **The Farm Inc. project** will contribute to the strengthening of agricultural SMEs by developing tools that will help agricultural entrepreneurs to:

- Gain an increased understanding among SMEs for the necessity to apply novel marketing strategies, such as regional branding
- Upgrade the skills and competences of agricultural entrepreneurs in order to better brand and market their products
- Provide help and support for businesses to open up new markets and to internationalize their business activities in order to stay more competitive in a global market

The Farm Inc. project will provide help and support to SMES and improve the quality and tools of the existing continuous vocational education and training (VET) in the agricultural sector in the participating countries. The 23 month project has recently kicked-off in Macerata, Italy and the consortium consists of 7 partner institutions from 5 LLP countries (BE, CY, EL, IT, LV).

For additional information and time plan, we invite you to visit the Farm Inc. project website www.farminc.eu, or contact the coordinator Dr. Alessio Cavicchi (a.cavicchi@unimc.it).

Lifelong Learning Programme

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