



Press release

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Farmers prefer experiential learning of marketing and branding principles

The first results from Farm Inc. project study

The first results from the specialised Farm Inc. project study show that Greek, Italian and Latvian farmers and entrepreneurs in the agricultural sector prefer **experiential learning of the principles of marketing and branding** in view of better promoting their products to the markets.

Analysis of the results demonstrated that farmers and agricultural entrepreneurs' preferences are very similar in all target countries. Farmers prefer learning through experience rather than classroom training, opting for learning activities such as participation to fairs, conferences, farm and study visits, field days.

However, Vocational Education and Training (VET) providers and experts highlight the need to combine practical experience with basic theoretical background, insisting on the method of **blended learning**. They underline that classroom training helps farmers acquire knowledge of basic marketing concepts while experiential learning helps develop more advanced and specialised skills.

Based on the above, an innovative, integrated and comprehensive vocational education and training tool is being designed for use by all actors of the agricultural sector, in the form of an **interactive online learning platform**. The platform will provide information on all aspects of the promotion of agricultural products in the market, ranging from the basic theoretical concepts and marketing principles to practical advice, experiences, examples, field visits, case studies and evaluation methods in view of providing a complete guide, the **vademecum of marketing and branding of agricultural products**.

Next steps in the project require the active involvement of all farmers and are based on the feedback received by them, in view of creating a useful and representative training platform. **All interested farmers** are invited to **participate** to classroom training and to farm and study visits and/or **propose their farm** as a case study.

The participants and case studies will be selected ad hoc by each partner country participating in this transnational project, according to national needs.

Few words on the European project Farm Inc.

The European project **Farm Inc.** aims to support farmers and entrepreneurs in the agricultural sector to better market their products. Its main objective is to design and produce a specialised education and training tool in this direction, tailor-made to the needs of farmers in three target countries: **Greece, Italy** and **Latvia**. There is a great potential for regional and local products in the market, but, as observed, there is a lack of marketing strategies to enable European agricultural entrepreneurs to compete with the international network and structures of multinational companies. The research undertaken in the



framework of the project was based on a) the responses to a specialised questionnaire by active actors of the agricultural sector, such as farmers, farmers' unions, entrepreneurs in the agricultural production, VET experts, representatives of regional and national authorities, based on a self-assessment approach and b) input collected from Focus Groups of the agricultural sector in each target country. For further information, please visit the official project's website: <http://www.farminc.eu>



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