



Farm inc. // Introducing marketing principles in the agricultural sector

Press release

October 2015

EU co-funded project Farm inc. holds final Conference in Expo Milan on new on-line marketing tool designed to help farmers better market, brand and export produce

Farm inc. consortium showcased at Expo Milan under the auspices of the Italian Ministries of Education and Agriculture a new, interactive, on-line training platform designed to help small farmers better market and brand their produce.

Project partner Copa Cogeca Vice President **Maira Dzelzkaleja**, representing also Latvian Farmers' Parliament said "We have had positive feedback from the project including from national governments and the European Commission. With farmers getting only a fraction of the market price for their produce, we at Copa are pressing for farmers to get a better return and to add value to their produce. The Farm inc. project is useful to help farmers achieve this giving practical guidelines on how to market produce" while she suggested the addition of an additional chapter highlighting the key role cooperatives play in helping farmers to better market and get a higher price for their produce. University of Macerata, lead partner of the project, Rector **Luigi Lacchè** underlined the added value of the project results for the European and Italian agricultural sector.

Speaking in Milan, **Olga Stavropoulou**, President of Militos Consulting S.A., cooperating in the coordination of the project, highlighted the fact that the agriculture sector has been one of the key sectors to override the crisis in Greece and believed that this project would help farmers to be even stronger and to think more like entrepreneurs. Professor **Alessio Cavicchi** from the University of Macerata, said that in pilot tests in 3 European countries, there was a good response to the free, online, interactive education and training platform, produced by the EU co-funded project Farm inc. which focuses on marketing, branding and exporting agricultural products. More than 304 stakeholders (farmers, representatives of farmer associations, agricultural entrepreneurs, VET trainers, policy makers etc.) participated in 21 pilot events in the 3 targeted countries, endorsing the platform's relevance and usefulness. The active involvement of participants, even during harvest season and under bad socioeconomic conditions, added to the value and potential of it in the near future.

The project was also co-partnered by Coldiretti, experts **Daniela Dionesalvi** and **Ilaria Mazzoli**, who played a key role in presenting case studies for the project and showcasing it to farmers in pilot tests. The marketing tool will also be sent to all their farmer members across Italy to help them get a better return for their produce. The project was also co-partnered by the Hellenic-American Union who played an important role in the qualitative input of the project.

For further information and access to the platform of 6 Modules in 5 languages (English, French, Italian, Greek, Latvian) please see <http://www.farminc.eu/>

